MARCH 26, 1951

BROADCASTING TELECASTING

PUBLIC LIBRARY
APR 26 1951
DETROIT

TECHNOLOGY DEPT.

WOR

that power-full station, in New York,
brings to all food manufacturers
wholesalers and distributors
a vital story!

Yes, this is an advertisement addressed to food advertisers. But it's also a message to be read by everyone who uses, or will use, radio to sell more things, more often to more people on WOR.

THE SUBJECT: *"How can I make more money on what I make?"*

THE DECISION: *"Let's use WOR."*

THE ADVERTISING AGENCY: *Duane Jones, 570 Lexington Avenue, in New York . . . probably one of the most successful sellers of packaged goods in America today.*

THE MAN WHO DECIDED: *Richard C. Staelin, advertising manager for the Hudson Pulp and Paper Corp., 505 Park Avenue, New York City*

THE RESULT: *Read on, it's an amazing story.*

and you'll find it on page 33

RADIO'S EVER MAGIC TOUCH

here's the plan that sells the midwest market!

WLS FEATURE FOODS

a radio program and merchandising service

featuring

MARTHA CRANE and HELEN JOYCE

Radio's Ever Magic Touch reaches into the kitchens of thousands of Midwest homes . . . and onto the shelves of thriving Midwest grocery outlets . . . thru the services of WLS FEATURE FOODS. For more than 16 successful years, FEATURE FOODS, a daily half-hour participating homemaker program, has helped leading manufacturers of kitchen used products to increase sales in this great market . . . in which over 10% of the nation's food sales are made. The program combines the talents of Martha and Helen (the Midwest's most popular homemaker team) with an extensive merchandising service that keeps manufacturers constantly advised of what is happening in retail outlets . . . to theirs and competitive products.

RECENT RESPONSE

• Martha and Helen mentioned once that listeners could receive a copy of a free booklet on gift wrapping techniques by dropping them a card. From this one mention came 3,171 individual requests!

• During a discussion on making candy at home, Martha and Helen offered listeners a booklet containing recipes for making homemade candy. 1,554 requests for the booklet resulted.

Through its highly personalized merchandising service, FEATURE FOODS offers *continuous day-after-day contact with points of sale* to:

- Improve distribution
- Stimulate promotion by dealers
- Get greatest possible visibility of products
- Know how many stores are out-of-stock and do something about it

Further, advertisers receive regular reports showing exactly what happens from month to month at the retail level.

your John Blair Man has the details

WLS The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.

WJIM

New Signal Doubles WJIM's Coverage of Central Michigan

WJIM's exclusive all-directional signal is now stronger, clearer than ever before . . . doubling the coverage of a rich area where over a million and a half people buy more than a billion and a half dollars worth of retail goods every year.

LANSING

WJIM

Latest Hooper Reports Show 7-to-1 Preference For WJIM

Listener loyalty for WJIM, too, is now at a new high. Hooper reports prove that WJIM, ABC in Central Michigan, leads all local competition by better than a 7-to-1 margin during the important evening listening hours—with a higher rating than *all other stations combined.* For full details on latest WJIM (and WJIM-TV) availabilities, call the nearest office of H-R Representatives, Inc.

LANSING

WJIM

LANSING

WJIM

LANSING

H-R REPRESENTATIVES

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

BROADCASTING TELECASTING ...at deadline

Closed Circuit

TIP to advertisers concerned about radio losing audience: Factory output of radio sets for first half of March running ahead of January and February, far ahead of same period in 1950 and 1949. Production totaled 364,916 receivers for week ended March 16.

FCC's THIRD TV report may prove boon (1) to set manufacturers who can build multiple tuning sets for UHF as well as VHF range and thereby offset existing inventories of VHF sets; (2) lawyers and engineers who will get surge of activity in prosecuting applications; (3) and, later, suppliers and program builders.

RUDOLPH HALLEY, chief counsel of Kefauver Crime Investigating Committee who has won acclaim for conduct of proceedings, knows his radio. He is member of law firm of Fulton, Walter & Halley of New York and Washington, which has handled FCC proceedings involving G. A. (Dick) Richards stations WJR Detroit, WGAR Cleveland, and KMBC Los Angeles, on renewal proceedings.

AMBITIOUS PLANS for creation of TV production and distribution syndicate, specializing in Latin American film productions, are under way. Heading new firm is Frank Fauce, Hollywood producer who has specialized in Spanish language production. His partners, silent at present, understood to be Emilio Azcarraga, Mexican radio and motion picture entrepreneur, and Goar Mestre, operator of Cuba's CMQ network and CMQ-TV. Trio met at Sao Paulo last week during sessions of Inter-American Broadcasters Assn.

DESPITE widespread reports, it's practically certain now that Wayne Coy will seek and get reappointment to his FCC chairmanship prior to June 30 expiration. Confirmation virtually certain. Later, he may consider several talked-up posts—one possibly with new three-man super board which might be created by Presidential mandate to coordinate government-industry allocations and assume Presidential emergency powers on communications under Section 606. Or he may entertain outside proposals such as mentioned proffer of new NARTB-TV helm.

HOW will educators raise money to enter noncommercial TV, now that FCC has capitulated to Hennock-agitated demands for fixed reservation of facilities (209 assignments are specified)? There's some basis for report that organized educational group, spearheaded by Commissioner Hennock, will seek endowment from such funds as Rockefeller, Carnegie and new half-billion dollar Ford Foundation.

NEW rate structure to be recommended to NARTB (NAB) board, giving special discount for joint AM-TV memberships.

CLOSE race indicated in NARTB (NAB) District 8 directorship election contest between R. M. Fairbanks, WIBC Indianapolis, and Milton L. Greenebaum, WSAM Saginaw, Mich. With half votes in, two candidates are running

(Continued on page 86)

Upcoming

March 26: FCC Emergency Meeting for Broadcast Licensees, Interdepartmental Auditorium, Washington, D. C.
March 26: Oral Argument on Color TV, U. S. Supreme Court, Washington.
March 28-31: Assn of National Advertisers, The Homestead, Hot Springs, Va.
April 3: McFarland Bill (S-658) Hearings begin, New House Office Bldg., Washington.

(Complete list of Upcomings on page 32)

Bulletins

EMERSON RADIO & PHONOGRAPH Corp., New York, to launch largest nationwide factory paid advertising campaign in firm's history. Radio and TV spots will be used.

SOMMYL PHARMACAL Corp. of America, through its agency, Emil Mogul Co., New York, plans $250,000 advertising campaign using extensive radio and television advertising to promote its Nu-Pax, new non-habit-forming sedative. Company has lined up Martin Block and *Rayburn & Finch* in New York, with spots on other radio and TV programs to follow.

R. MORRIS PIERCE, president and general manager of WDOK Cleveland, offered, and is expected to accept, engineering position with Voice of America. Mr. Pierce would take charge of erecting transmitters necessary for Voice's world girdling expansion program.

RCA-VICTOR TO PROMOTE BASEBALL ATTENDANCE

RCA-VICTOR Division to sponsor advertising and promotion campaign on behalf of professional baseball as part of plan developed by Radio-Television Mfrs. Assn., according to J. B. Elliott, RCA-Victor vice president and chairman of RTMA Sports Committee. Advertising to include radio, TV, magazine, newspaper and other promotions.

Radio advertising to include announcements on *Big Show, Boston Pops, Screen Directors Playhouse, Duffy's Tavern* and *Man Called X*, all on NBC. Go-to-games theme to be pushed, also, on NBC-TV *Kukla, Fran & Ollie*. Dealers and distributors urged to cooperate.

Business Briefly

AGENCY NAMED ● Kingan & Co., Indianapolis (meat packer), spot advertiser, names Warwick & Legler, New York, as agency.

NEW RCA CAMPAIGN ● RCA-Victor sponsoring *Phil Harris & Alice Faye Show* Sun. 7:30-8 p.m. over NBC for 10 weeks starting yesterday (Sunday) through May 27. Agency J. Walter Thompson Co., New York.

BLOCK SPOTS ● Block Drug (Polident) preparing radio spot announcement campaign in 25 markets starting April 2. Agency, Cecil & Presbrey, New York.

PEPSI-COLA PLAN ● Biow Co., New York, contemplating radio spot announcement campaign in plant cities only.

PHILCO SPECIAL ● Philco Corp. signed Friday to sponsor special Easter show with Milton Berle on NBC-TV yesterday (Sunday) 3-4 p.m., replacing Nash Dealers. Agency Hutchins Adv., New York.

LITTLE REACTION AVAILABLE ON TV ALLOCATION

INITIAL reaction to FCC's new proposed allocation plan for television (see story, page 1) indicated some disappointment in proposal to mix UHF and VHF channels in many areas. By Friday report had only limited circulation and most sources declined to comment pending full review of proposals.

Many Washington engineers had not returned from IRE sessions in New York. However, opinion was ventured plan represented theoretical improvement over previous order. One engineer claimed putting UHF and VHF in some cities impractical, that coverage aspects of UHF and VHF were not comparable for use in common market. Networks, advertisers and agencies in New York declared they hadn't had chance to study report.

PROBE CABLE PROBLEM

INTRICATE PROBLEM of distribution of coaxial cable charges among stations and networks carrying telecasts of Kefauver hearings expected to lead to protracted negotiations. One factor complicating situation was ABC sale of hearings to Time Inc. Another was conflict between regularly scheduled network commercial programs and desire of many stations to carry Kefauver instead.

Justice Dept. Asks College Sports Data

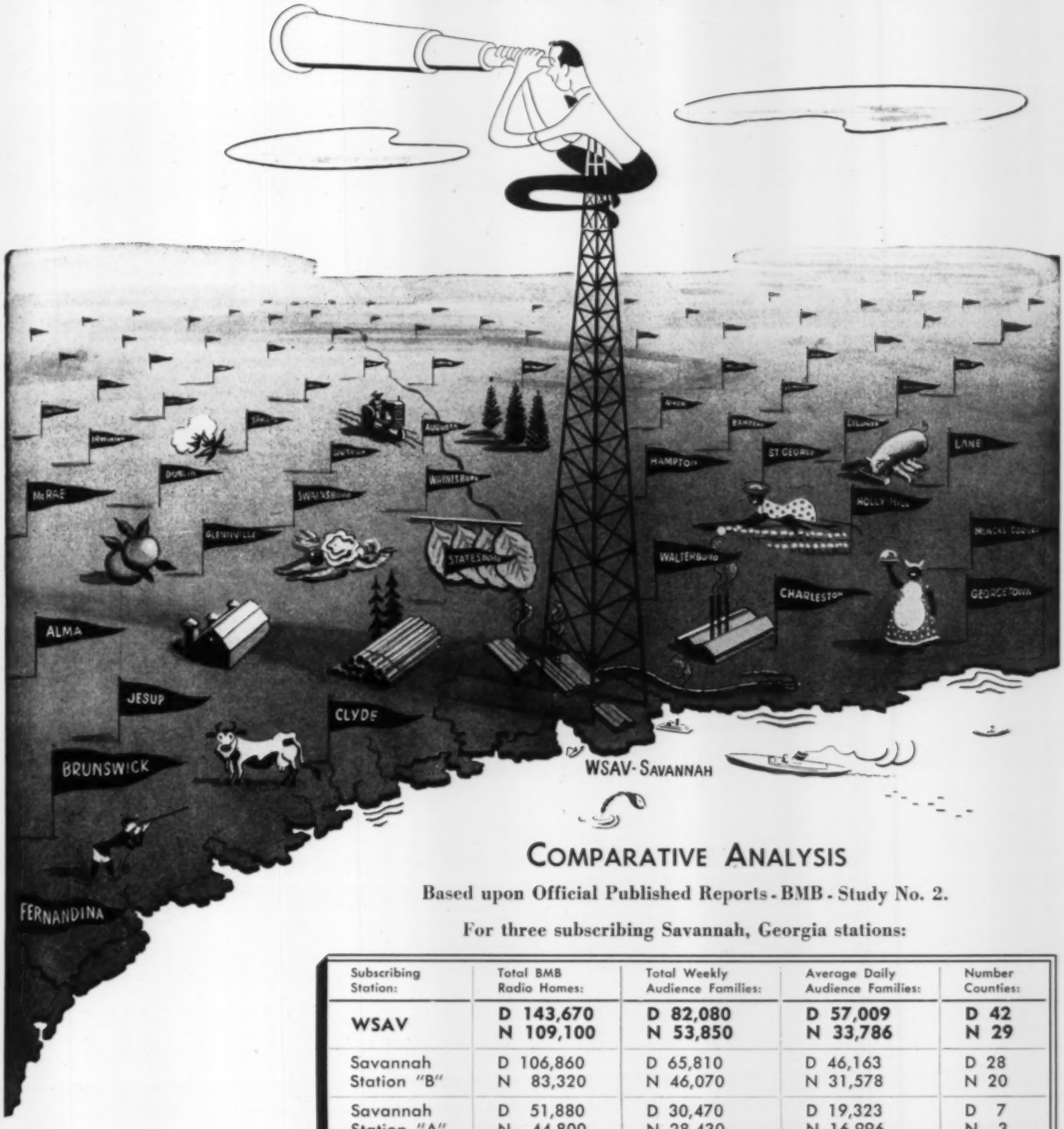
U. S. Dept. of Justice Friday asked National Collegiate Athletic Assn. and Big Seven Conference for texts of decisions imposing ban on telecasting of college sports events. Anti-Trust Division studying bans.

Requests for texts made by Assistant Attorney General H. Graham Morison, chief of division, in letters to Kenneth Wilson, NCAA Chicago official, and Walter W. Kraft, Norman, Okla., Big Seven official. Inquiry on possible antitrust violation asked fortnight ago by State Senator George Miskovsky, of Oklahoma [BROADCASTING • TELECASTING, March 19].

Department's probe broadens longtime study of sports, which had been devoted mainly to professional baseball broadcasts. Result of these inquiries had been adoption of formula covering play-by-play broadcasts. Renewed complaints in 1950 caused probe to be reopened and department is watching entire baseball broadcast operation.

It was apparent from Friday's action that department wants to scan football telecast situation carefully. NAB, Radio-Television Mfrs. Assn. and professional baseball league last winter worked out plan for extensive promotion of game attendance during coming season (early story, page 61).

Any way you look at it...



COMPARATIVE ANALYSIS

Based upon Official Published Reports - BMB - Study No. 2.

For three subscribing Savannah, Georgia stations:

Subscribing Station:	Total BMB Radio Homes:	Total Weekly Audience Families:	Average Daily Audience Families:	Number Counties:
WSAV	**D 143,670** **N 109,100**	**D 82,080** **N 53,850**	**D 57,009** **N 33,786**	**D 42** **N 29**
Savannah Station "B"	D 106,860 N 83,320	D 65,810 N 46,070	D 46,163 N 31,578	D 28 N 20
Savannah Station "A"	D 51,880 N 44,800	D 30,470 N 28,430	D 19,323 N 16,996	D 7 N 3

It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

ABC AFFILIATE

Represented by Hollingbery

How many can you answer?

What 50,000-Watt Chicago radio station is located in the very center of the dial—at 1000 Kc.?

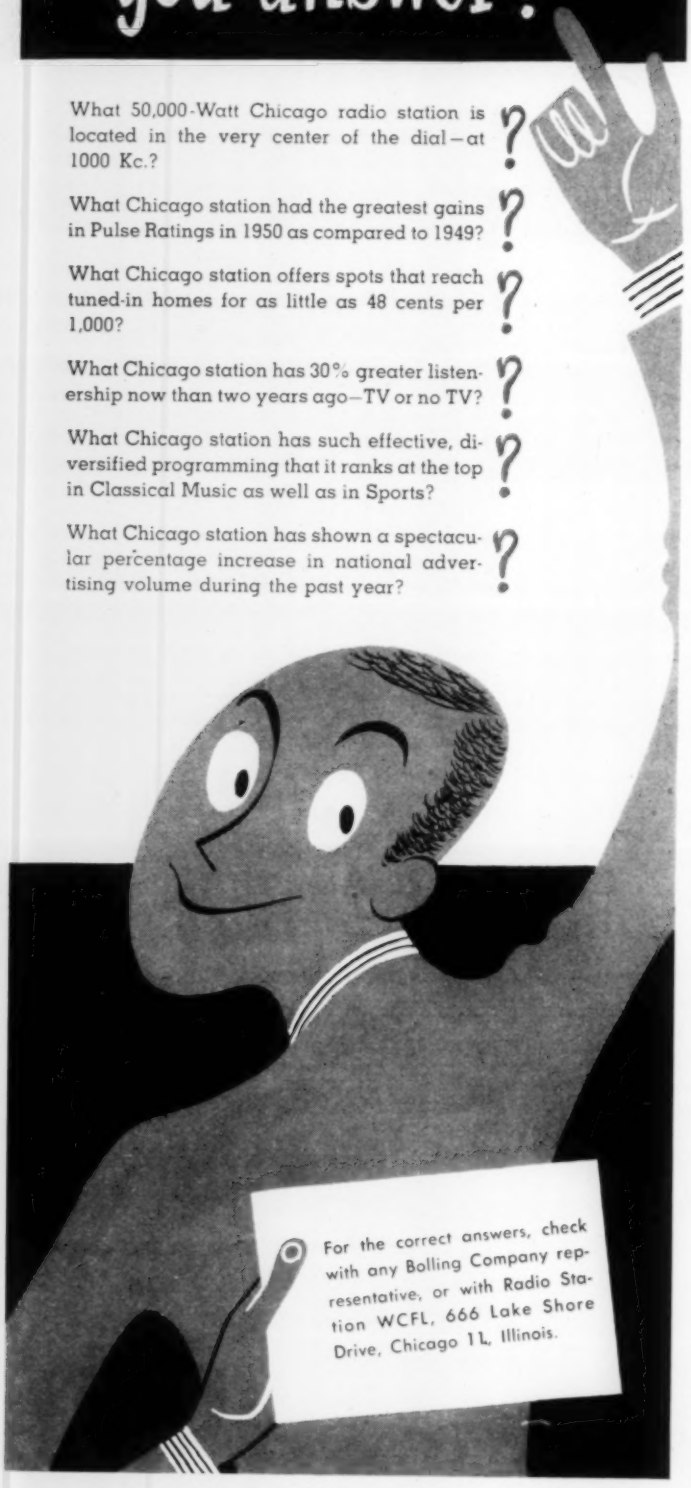
What Chicago station had the greatest gains in Pulse Ratings in 1950 as compared to 1949?

What Chicago station offers spots that reach tuned-in homes for as little as 48 cents per 1,000?

What Chicago station has 30% greater listenership now than two years ago—TV or no TV?

What Chicago station has such effective, diversified programming that it ranks at the top in Classical Music as well as in Sports?

What Chicago station has shown a spectacular percentage increase in national advertising volume during the past year?



For the correct answers, check with any Bolling Company representative, or with Radio Station WCFL, 666 Lake Shore Drive, Chicago 11, Illinois.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. Telephone ME 1022

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WASHINGTON HEADQUARTERS

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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1. *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, EMpire 4-0772. James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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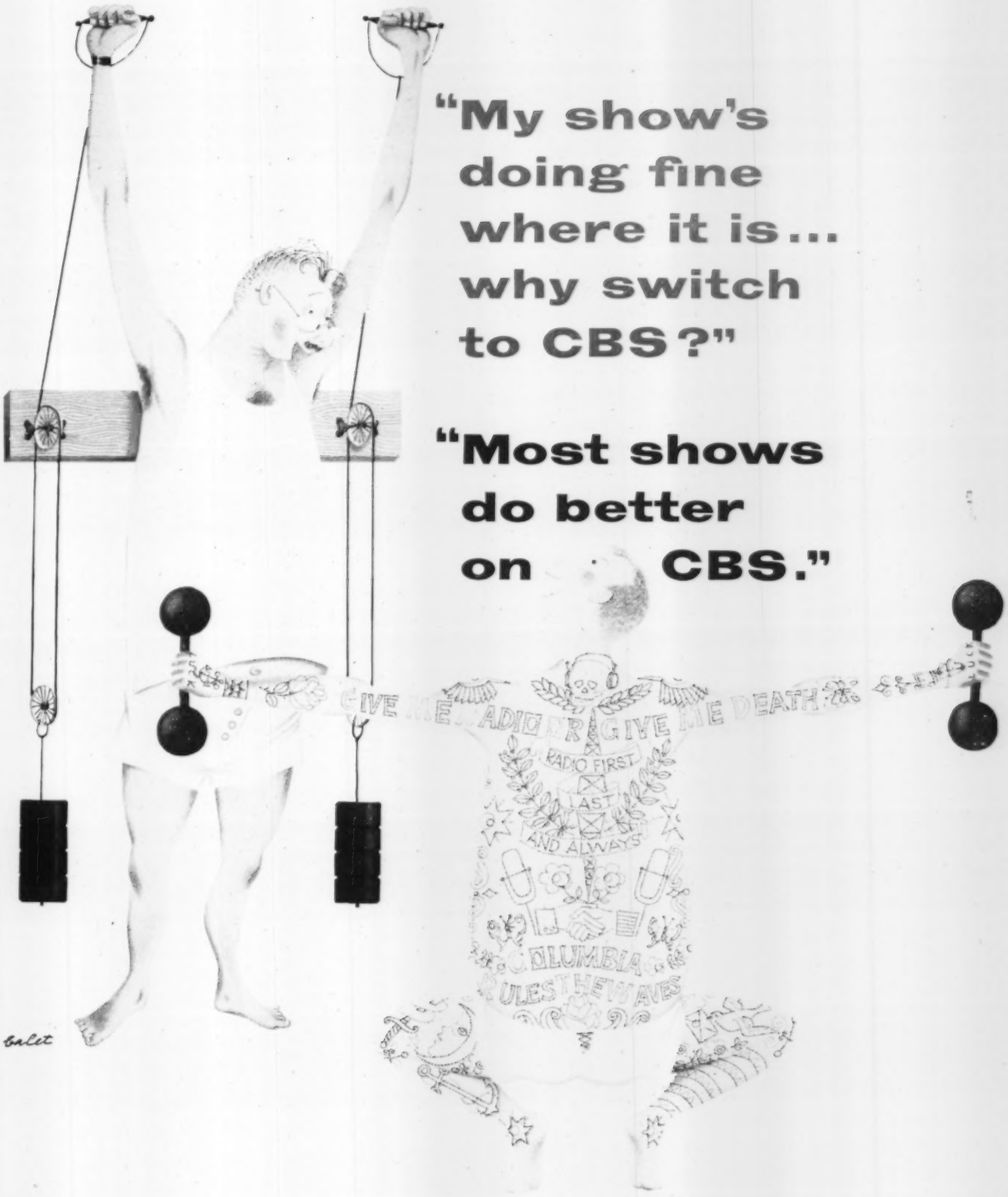
Subscription Price: $7.00 Per Year, 25c Per Copy



"My show's doing fine where it is... why switch to CBS?"

"Most shows do better on CBS."

Programs on CBS average 700,000 more listening families than those of the second-place network.

Programs on CBS reach a thousand families at an average cost 97¢ under the next best network buy.

* Data are full-day NRI averages for all available months of 1950.

COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Drew Pearson (273) R*	Wildroot Charlie Wild (185)	Quaker Roy Rogers (514)	The Big Show OT (166)
6:15	Seeman Bros. Mon. Headlines (268) R	"	"	"
6:30	Mystery File S	C-P-P., Our Miss Brooks (152) R	Cudahy Packing Nick Carter (332)	*OT
6:45	"	"	"	"
7:00	Richard Wallace Show	Amer. Tob. Co. Jack Benny (193) R	Affairs of Peter Salem	OT
7:15	"	"	"	"
7:30	Ted Mack Family Hour S	Rexall Amos 'n' Andy (183)	General Foods Juvenile Jury	Phil Harris-Alice Faye Show S
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola C. McCarthy Show (192)	Singing Marshal	Hedda Hopper Show S
8:15	Stop the Music S	"	"	"
8:30	Mars Inc. Stop the Music (171)	P&G Tide Red Skelton (132)	Enchanted Hour	U. S. Steel Theatre Guild (159)
8:45	Old Gold Stop the Music (198)	"	"	"
9:00	Richard Hudnut Walter Winchell (281)	Electric Cos. Corliss Archer (167)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (283)	"	"	"
9:30	Sterling Drug Album of Familiar Music (212)	Philip Morris Horace Heidt (179)	Committee on Present Danger Series	Tales of the Texas Rangers S
9:45	"	"	War Review	"
10:00	Burton Dixie Corp., Paul Harvey (119)	Carnation Co. Contented Hour (179)	Oklahoma Symphony Orchestra	64 Question S
10:15	Gloria Parker Show S	"	"	"
10:30	Co-op George Sokolsky	Longines-Wittnauer, Choraliers (149)	"	Voices and Events
10:45	Harry Wismer S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
	Not In Service Mon-Fri. 6-7 p.m.	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S
	"	You and the World S	"	Parade of Sports 6:15-6:20 S
	"	No Network	"	Music 6:20-6:45 S
	"	P & G Ivory Lowell Thomas (103) R	"	Sun Oil Co. 3-Star Extra (34)
	Co-op* Headline Edition	P & G Dreft Beulah (111) R	Co-op Fulton Lewis Jr. (302)	Pure Oil Co. Kaltenborn (31)
	Co-op Elmer Davis	P & G Tide Show (145) R	Dinner Date S	Echoes from the Tropics
	General Mills Lone Ranger (145) R	Campbell Soup Club 15 (155) R	Noxzema Gabriel Heatter (97)	Miles Labs. News of World (153)
	" "	Am. Oil-Hamm. Ed. Murrow (101)	Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (150) H R
	Mars Inc. Inner Sanctum	Bromo Seltzer Hollywood Star P'house (161) R	Hashknife Hartley	A. A. of RR's Railroad Hour (170)
	"	"	"	"
	General Motors Henry Taylor	Lever-Liston Godfrey Talent Scouts (159) R	8:30-8:55 Crime Fighters	Firestone Voice Firestone (140)
	World Wide Flashes S	"	"	"
	United Or Not S	Lever-Lux Lux Radio Theatre (176)	Murder By Experts S	Bell Telephone Telephone Hour (159) R
	"	"	"	"
	Dream Boat S	"	War Front—Home Front	Cities Service Band of America (94) N
	"	"	"	"
	US Army & Air Force, Let's Go With R. Flanagan	Lvr.-Pepsodent My Friend Irma (176)	A. F. of L. Frank Edwards (133)	Boston "Pops" Orchestra *OT
	"	"	I Love A Mystery	"
	Sterling Drug J. B. Kennedy (207)	R. J. Reynolds Bob Hawk (166)	This Is Europe	OT
	The Three Suns S	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S
	"	You and the World S	"	Parade of Sports 6:15-6:20 S
	"	No Network	"	Music 6:20-6:45 S
	"	P & G Ivory Lowell Thomas (133) R	"	Sun Oil Co. 3-Star Extra (33)
	Co-op* Headline Edition	P & G Dreft Beulah (111) R	Fulton Lewis Jr. (332)	Pure Oil Co. Harkness (27)
	Co-op Elmer Davis	P & G Tide Show (145) R	Dinner Date	Echoes from the Tropics
	General Mills Armstrong of the S.B.I. (162)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (224)	Miles Labs. News of World (153)
	"	Am. Oil-Hamm. Ed. Murrow (101)	Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (150) H R
	Mars Inc. Can You Top This?	Sterling Drug Mystery Theater (151) R	Coast of Monte Cristo S	duPont Cavalcade of Am (154)
	"	"	"	"
	I Fly Anything S	C-P-P't'thPwdr. Mr. & Mrs. North (142) R	Official Detective S	Lewis-Howe Baby Snooks (167)
	"	"	" "	"
	Co-op Town Meeting	Wm. Wrigley Life with Luigi (173)	John Steele Adventurer	Liggett & Myers Bob Hope (159)
	"	"	"	"
	"	Philip Morris Truth or Consequences (149)	Mysterious Traveler	Pet Milk Fibber McGee & Molly (152)
	Chr. S. Monitor Views the News R	"	"	"
	Time For Defense S	U.S. Army The Lineup (181)	A. F. of L. Frank Edwards (22)	Lever Bros. Big Town (134)
	"	"	I Love A Mystery	"
	Sterling Drug J. B. Kennedy (207)	Capitol Cl. A Room	Dance Orchestra	Brown & Wmsn. People are Funny (188)
	The Three Suns S	"	"	"

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross Opera Album S	* World News	Elder Michaux Happiness Hour	Co-op World News Leon Pearson
9:15	"	E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, VoIP Inc. (105)	"	Dixie 4 Quartet	We Remember (9:30-10 Spl.)
9:45	"	Trinity Choir	Everett Holles News	Hudson Coal D&H Miners Spl. (14)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (319)	Dr. Peale Art of Living S
10:45	"	Church of Air S	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Christian Ref. Church Back to God (266)	Faultless Starch Time (50) Spl.
11:15	"	"	"	Morning Serenade S
11:30	The Christian In Action S	Invitation to Learning* S	N'western U. Review S	UN Is My Beat S
11:45	"	"	"	TBA
12:00 N	News S	People's Platform	College Choirs	America United S
12:15 PM	Foreign Reporter S	"	"	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Wm. Hillman News	The Eternal Light S
12:45	"	Richfield C. Collingwood (35)	Dawn Bible Frank & Ernest	"
1:00	Sammy Kaye's Sun. Serenade S	N. Y. Phil. Sym.	Fulton Lewis At Home	U. of Chicago Round Table
1:15	"	"	Report From The Pentagon	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	General Mills Breakfast Club (261) R	Co-op News	Co-op Robt. Hurleigh	Jack Baker Show S
	Swift & Co. Breakfast Club (316) R	Barnyard Follies S	Co-op Tell You Neighbor	"
	"	"	Tennessee Jamboree	Clevelandaires S
	Philco Corp. Breakfast Club (290)	"	"	"
	Sterling Drug My True Story (216) R	Toni A. Godfrey (172) R	Co-op Cecil Brown (30)	P&G. Welcome Travelers (142)
	"	Lever-Rinso A. Godfrey (175) R	Faith Our Time S*	"
	General Mills Betty Crocker (202) R	Pillsbury, Reid-Murdock, Godfrey (180) R	Dixieland Breakfast Club	Swift & Co.* Red Foley Show (48) Spl.
	Philip Morris Modern Romances (228)	Natl. Biscuit A. Godfrey (183) R	"	Campbell 10:30-11 Double or Nothing (132)
	Serutan V. Lindlahr (148)	Liggett & Myers A. Godfrey (190) R	Co-op Ladies Fair	Bristol-Myers Break the Bank (165) M-W-F
	David Amity S	"	" *	"
	Quick as a Flash S	Contnl. Baking Grand Slam (49)	Lorillard-Kraft* Queen for A Day	Prudential Ins. Jack Berch (141)
	"	P&G Ivory Snow Rosemary (136)	"	Armour Dial Dave Garroway (166)
	Philip Morris J. Olsen Show (231) *	General Foods Wendy Warren (150)	Co-op Kate Smith Speaks	No Network Service
	Don Gardiner * S	Lever Bros. Aunt Jenny (90)	Lanny Ross S*	Pickens Party S
	Not In Service	Whitehall Helen Trent (167)	Miscellaneous Program	No Network Service
	"	Whitehall Our Gal Sunday (161)	Burrus, Light Crust Dough Boys (M-W-F)	Manhattan Soap The Woman In My House (153)
	Harvey (eff. 4 9 51)	P&G Ivory, Spic & Span, Big Sister (142)	Co-op Cedric Foster	Radio City USA M&T, Music W-Th-F
	Co-op Ted Malone	P&G Oxydol Ma Perkins (147)	Luncheon with Lopez	Lou Webb Organst., Pickens Party Rpt.

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	(Network Opens 10 a.m.)	Coffee in Washington S
	"	Barnyard Follies S	"	"
	"	"	"	Boston Sym. Dress Rehearsal S
	"	Garden Gate Ferry-Morse (182)	"	"
	" S	Make Way for Youth	Miscellaneous Program S	Mind Your Manners
	"	"	"	"
	"	Coca-Cola Refreshment Time, Morton Downey (181)	Helen Hall	Pet Milk Mary Lee Taylor (151)
	"	"	Harrison Prods. Cecil Brown	"
	The New Junior Junction S	Cream of Wheat Let's Pretend (154) *	B. Moore & Co. Your Home Beautiful	Adventures of Archie Andrews S
	"	"	Soldier's Serenade	"
	Bible Messages S	Bymart Somerset Maugham (147)	Georgia Crackers	Brown Shoe Ed McConnell (163)
	Bill Watson S	"	"	"
	101 Ranch Boys S	Armstrong Cork Theater of T'day (176)	Quaker Oats Man on the Farm	Barriault Washington News
	"	"	"	Public Affairs S
	American Farmer S	Pillsbury Mills Grand. Cen. Sta. (154) *	TBA	US Marine Band
	"	"	"	"
	Navy Hour S	Armour Stars Over Hollywood (181)	Leslie Nichols News	Allis-Chalmers Natl. Farm & H. Hour (166)
	"	"	Jerry & Sky S	"

DAYTIME

SUNDAY

	ABC
1:30	Co-op Ted Ma
1:45	"
2:00	This Wo At Hom S
2:15	"
2:30	Phil's Hom Orchestra S
2:45	"
3:00	This Way Around the World
3:15	"
3:30	Dr. Billy Gra Hour Decision
3:45	"
4:00	General Mi Old-Fash Revival
4:15	"
4:30	"
4:45	"
5:00	Author
5:15	"
5:30	General Eve
5:45	"

WEDNESDAY

MBS	NBC
Repeat of Kid Strips	News Bob Warren S
"	Parade of Sports 6:15-6:22 S
"	Music 6:22-6:45 S
"	Sun Oil Co. 3-Star Extra (34)
Fulton Lewis Jr. (291)	Pure Oil Co. Kaltenborn (31)
Dinner Date	Playboys
Bellone Gabriel Heatter	Miles Labs. News of World (153)
Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (158) H R
The Hidden Truth S	Schlitz Halls of Ivy (170)
"	"
International Airport	Kraft Gildersleeve (151)
"	"
2,000 Plus S	DeSoto-Plym'th Dealers (171) Groucho Marx YouBet Your Life
"	"
Family Theatre S	Bristol Myers Dist. Attorney (168)
"	"
A. F. of L. Frank Edwards (19)	Am. Cig. & Cig. The Big Story (173)
I Love A Mystery	"
Dance Orchestra S	Short Story S
"	"

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Parade of Sports 6:15-6:20 S
"	No Network	"	Music 6:20-6:45 S
"	P & G Ivory Lowell Thomas (193) R	"	Sun Oil Co. 3-Star Extra (32)
Co-op* Headline Edition	P & G Dreft Beulah (111) R	Fulton Lewis Jr. (291)	Pure Oil Co. Harkness (29)
Co-op Elmer Davis	P & G Tide Show (145) R	Dinner Date	Playboys
General Mills Armstrong of the S.B.I. (182)	Campbell Soup Club 15 (155) R	VCA Labs- Inc. Gabriel Heatter	Miles Labs. News of World (153)
"	Am. Oil-Hamm. Ed. Murrow (181)	Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (158) H R
Screen Guild Players S	P&G, Gen. M F.B.I. (148) R	California Caravan S	Gen. Foods Aldrich Family (152)
"	"	"	"
"	Whitehall Mr. Keen (157) R	Pal Blades Rod & Gun Club (133)	Gen. Foods Father Knows Best (170)
"	"	"	"
Old Gold Orig. Amateur Hour (232)	Electric Auto-Lite, Suspense (178)	True or False	L&M Fatima Dragnet (167) R
"	"	"	"
"	Hall Bros. Hallmark Playhouse (174)	Co-op Reporter's Round-up	Gulf Refining Counter-Spy (117)
"	Lee Hats R. Montgomery (226)	"	"
Time for Defense S	Philip Morris Playhouse (150)	A. F. of L. Frank Edwards (22)	Screen Directors' Playhouse "OT
"	"	I Love A Mystery	"
Sterling Drug J. B. Kennedy (207)	Freddie Martin	Dance Orchestra	OT
The Three Suns S	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Parade of Sports 6:15-6:20 S
"	No Network	"	Music 6:20-6:45 S
"	P & G Ivory Lowell Thomas (193) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op* Headline Edition	P & G Dreft Beulah (111) R	Fulton Lewis Jr. (291)	Pure Oil Co. Kaltenborn (29)
Co-op Elmer Davis	P & G Tide Show (145) R	Dinner Date	Playboys
General Mills Lone Ranger (145)	Campbell Soup Club 15 (155) R	Pearson Pharm. Co. Gabriel Heatter	Miles Labs. News of World (153)
"	Am. Oil-Hamm. Ed. Murrow (181)	Mutual Newsreel	Miles Labs. One Man's Fam. (158) H R
Rynlds. Tbc. Co. R. Diamond Pvt. Detective (291)	Songs for Sale	Magazine Theatre	Nero Wolfe S
"	"	"	"
Equitable Life This Your FBI (286) R	"	Music	Sam Spade S
"	"	"	"
Heinz Ozzie & Harriet (233)	Hear It Now	Air Force Hour S	The Magnificent Montague OT
"	"	"	"
The Sheriff S	"	Bandstand U.S.A.	Duffy's Tavern "OT
"	"	"	"
Gillette Fights (334)	Phillips Petro. Rex Allen Show "(55)	A. F. of L. Frank Edwards (133)	Pabst Life of Riley (161)
"	"	I Love A Mystery	"
American Sports Page S	Dance Orchestra	Dance Orchestra	Col.-Palm.-Peet Sports Newsreel (76)
"	"	"	Pro & Con 9

SATURDAY

ABC	CBS	MBS	NBC	
6:05 p.m. Saturday Strings	News Griffing Bancroft S	Harmony Rangers	Bob Warren News	6:00 PM
Una May Carlisle S	Price of Peace S	"	Earl Godwin's Washington	6:15
Harry Wismer S	Saturday Sports Review	Organ Music	NBC Symphony S	6:30
Labor-Management S	Richfield L. Leseuer (35)	"	"	6:45
Labor-Management S	Yours Truly Johnny Dollar	Co-op Al Helfer	"	7:00
Co-op Bert Andrews	"	Twin Views	"	7:15
Space Patrol S	R. J. Reynolds Vaughn Monroe (166) R	Comedy of Errors 7:30-7:55	Brwn. & Wmsn. Pplc. are Funny (72) Spl.*	7:30
"	"	7:55-8: State Farm Auto Ins. Co. C. Brown	Noah Webster Says S	7:45
Shoot the Moon S	Wrigley Gene Autry (173)	Ronson Metal 20 Questions (501)	Dangerous Assignment OT	8:00
"	"	"	"	8:15
Dancing Party	Gen. Foods Hopalong Cassidy (150) R	Take A Number	The Man Called "X" "OT	8:30
"	"	"	"	8:45
"	Gen. Foods Gangbusters (150) R	Hawaii Calls	Amer. Tob. Co. Your Hit Parade (167) R	9:00
"	"	"	"	9:15
"	Broadway Is My Beat S	Lombardo U.S.A. S	C-P-P Co. Dennis Day Show (147)	9:30
"	"	"	"	9:45
Saturday at Shamrock S	Carter Prod. Sing It Again (134)	Chicago Theatre of the Air S	C-P-P Co. Judy Canova (145)	10:00
"	Sing It Again	"	"	10:15
Dixieland Jam-Bake S	Sterling Drug Sing It Again (144)	"	R. J. Reynolds Grand Ole Opry (161)	10:30
The Three Suns S	"	"	"	10:45

SUNDAY

ABC	MBS	NBC
	Lutheran Hour (Lutheran)	Amer. Trucking Assn., Am. Frm. of the Air (166) R
	"	"
	Music with Trendler	The Catholic Hour
	"	" (News 3 min.)
	Co-op Bill Cunningham (75)	Mutual Benefit Ins., Bob Considine (160)
	Mr. Mystery	The Girl From Paris
	Challenge of the Yukon	Hormel, Music with the Hormel Girls (45)
	"	"
	Bobby Benson	Am. Dairy Assoc David Lawrence (159)
	"	TBA
	Under Arrest S	Kraft The Falcon (151)
	"	"
	US Tobacco Wm. Gargan Private Investgr. (388)	The Saint S
	"	"
	US Army & Air Force The Shadow	Pepsi-Cola Co. Dimension "X" (145) 5-5:25
	"	Robt. Trout Norwich Pharm. 5:25-5:30 (160)
	Williamson True Detective Mysteries (472)	Trans World Airlines, Mr. & Mrs. Blandings (81)
	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Not In Service	P&G Crisco Dr. Malone (144)	Luncheon with Lopez	Co-op News George Hicks S
Not in Service	P&G Duz Guiding Light (146)	Tony Fontaine & Co.	The Woman In My House Repeat
Co-op M. M. McBride (eff. 4 9 51)	GF-Swansdown Mrs. Burton (75) Quaker (35)	Co-op Heatter's Mailbag	Campbell Soup Double or Nothing (133)
"	P&G Tide Perry Mason (149)	Harvey Harding Sings*	"
...ulan John B. Kennedy	Toni Co. Nora Drake (157)	Say It with Music	General Mills Live Like A Millionaire (75)
Frances Scully S	P&G Ivory Fl. Brighter Day (108)	"	"
Benny Rubin Show S	Miles Labs. Hilltop House (141)	Co-op Bob Poole Show	P&G Life-Beautiful (154)
"	Col.-Palm.-Peet Kings Row (46)	"	P&G Road of Life (154)
Hannibal Cobb S	Pillsbury House Party (157) *	"	P&G Pepper Young (158)
Talk Back S	"	"	P&G Right to Happiness (155)
Surprise Package S	Col.-Palm.-Peet Strike It Rich (136) R	Miscellaneous Programs	Sterling Drug Backstage Wife (147)
"	"	"	Sterling Drug Stella Dallas (147)
Co-op. Welcome To Hollywood (eff. 4 9 51)	Treasury Bandstand	B&D Chucklewagon	P&G Lorenzo Jones (144)
"	"	"	Sterling Drug Y. widder Brown (147)
Big Jon & Sparkie S	M Music You Know T-W	Kellogg Mark Trail M-W-F	General Foods When Girl Marries (83)
"	The Chicagoans Th-F St. Louis Mst.	National Biscuit Tu-Th S. Arrow (343)	General Foods Portia Faces Life (92)
"	M-F Tom Tune Time	Derby Sky King* Tu-Th 5:30-6	Whitehall Just Plain Bill (110)
"	Miles Labs. Curt Massey Time (143) R	Kellogg M-W-F 5:30-5:55 Beatty 5:55-6 V. Borge	Whitehall Front Page Farrell (119)

SATURDAY

ABC	CBS	MBS	NBC
American Jazz	Toni Co. Alias Jane Doe (150)	Jose Melis Trio	Radio City USA
Baron Elliott Octette	"	"	"
Luncheon With Lopez	Hormel & Co. Music with H Girls (114)	Symphonies for Youth	TBA
"	"	"	"
Canadian Rhapsodies	Sonotone Galen Drake (84)	"	Slim Bryant & His Wildcats
"	Dave Stephens Show	"	"
Pan American Union	Music for You	Caribbean Crossroads	TBA
"	Adv. in Science	"	"
Exhibit A	Report From Overseas	Dunn on Discs	US Army Band
"	Farm News	"	"
Horse Racing	Horse Racing	Sports Parade S	Green Cross Song Festival
News	Dance Orchestra	"	TBA
Concert of American Jazz	Cross-Section USA	Brewing Corp. of Am., Carling's Takes You to the Races	Big City Serenade
"	"	Hoffman Quintet	"
Buzz Adlam's Playroom	Radio Reporter's Scratchpad	Bobby Benson	Living 1951
"	Treasury Bandstand	"	"
"	Saturday At The Chase	Challenge of the Yukon	First Piano Quartet
Club Aluminum Club Time (20)	"	"	"

Explanatory: Listings in order: Sponsor, name of program, number of stations, S sustaining; R rebroadcast West Coast; TBA to be announced. Time is EST.

ABC
8:30-9 AM Mon.-Fri., Philip Morris, Walter Kiernan's 'One Man's Opinion, 200 stations.
12:20-12:30 PM Mon.-Fri. Don Gardiner sustaining until 4/23/51 when Sterling Drug will sponsor.
5:30-6 PM Tues., Thur., Superman.
5:30-6 PM Wed., Black Hawk.
7-7:05 PM Mon.-Fri., Edwin C. Hill.
7:30-8 PM M-W-F, American Bakeries Co., Lone Ranger, 62 stations.

CBS
8:30-8:15 AM Sun., General Foods, Sunday Morning Gatherin', 103 stations.
8:30-8:45 AM M-F, General Foods, Renfro Valley Country Store, 36 stations.
11-11:05 AM Sat., Campana Sales Co., Bill Shadel News, 178 stations.
11:30-35 AM Sun., Animal Foundation Inc., Bill Shadel News, 56 stations.
3:55-4 PM M-F, also Sat. 12:55-1 PM Pillsbury Mills Inc., Cedric Adams, 154 stations.
10-10:30 PM Fri., We Take Your Word, sustaining, split network.

NBC
8:35-9 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 274 stations.
11:25-11:30, 11:25-11:30 AM Mon.-Fri., 12:25-12:30, 3:25-3:30, 4:25-4:30 PM Mon.-Fri., Bab-O Reporter, B. T. Babbit Inc.
11:25-12 noon Tues., Thur., Kraft Foods Co., co-sponsors Queen for a Day.
3:55-4 PM Tues., Thurs., Bobby Benson, Kraft Foods Co.

NBC
*Operation Tandem programs sponsored by Whitehall Pharmacal et al.
8-8:15 AM Mon.-Fri., Alex Drier, Shelly Oil Co. 29 stations.
8-8:15 AM Sat. This Farming Business, Shelly Oil Co. 28 stations.
10:30-10:40 AM, Mon.-Fri. Col Tinney, General Mills, 11 stations.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
March 26, 1951 Copyright 1951

There's no summer hiatus on WCAU!

Summer daytime ratings on WCAU are just as high as they are all daytime the rest of the year because 90% of the [illegible] WCAU's 53 [illegible] coverage area [illegible]

For [illegible] regular rates, consult the [illegible]

[illegible]

*New Jersey, Delaware and Maryland figures Pulse; Pennsylvania Hooper Corporation Radio Survey and Pennsylvania Pulse reports.

new business

Network . . .

BLOCK DRUG Co., Jersey City (Py-Co-Pay Tooth Brusher), March 20 started sponsorship of *Danger* on CBS-TV Tues. 10 p.m. Company also will sponsor *Quick As a Flash* over ABC New England stations Tues.-Thurs., 11:30 a.m. EST. Agency: Cecil & Presbrey, N. Y.

ROUGH RIDER Inc., S. F. (men's slacks and sportswear), started March 24 *Saturday News With Bud Foster* on full Don Lee network (45 stations), Saturday, 10-10:15 a.m. (PST). Contract, 52 weeks. Agency: Sidney Garfield & Assoc., S. F.

PEPSI-COLA Co., to sponsor *The Phil Regan Show*, Sun. 5:30-5:55 p.m. over CBS, effective June 3. Program under same sponsor, now being heard over NBC, Sun. 5:00-5:25 p.m. Agency: Biow Co., N. Y.

CANADIAN SHREDDED WHEAT Co., Toronto (breakfast cereal), started March 6 to June 21, from Sept. 4-Dec. 27, MBS network program *Straight Arrow* on eight Dominion network stations, Tues., Thurs. 5:30-6 p.m. Agency: MacLaren Adv. Co., Toronto.

SUNNYVALE PACKING Co., Sunnyvale, Calif. (Rancho Soups), starts *The Ruggles*, ABC-TV on KGO-TV San Francisco and KECA-TV Los Angeles. Agency: Russell, Harris & Wood Inc., S. F.

AMERICAN SAFETY RAZOR Co., sponsoring 5:55-6 p.m. newscast, Sun. over CBS. Agency: McCann-Erickson, Inc., N. Y.

Spot & Agency Appointments . . .

AIRMAID HOSIERY MILLS & Subsidiaries, Dallas, appoint J. B. Taylor Inc., same city, to handle advertising. Radio and TV will be used.

LEATHERSMITH OF LONDON Ltd. (British personal leather goods) names Needham & Grohmann, Inc., N. Y., to handle advertising. Magazines will be used with possible TV assistance for gift season sales.

BRITISH AMERICAN OIL Co., Toronto (oil and gasoline), early in April starts daily spot announcements on major market stations in Canada. Agency: James Lovick Ltd., Toronto.

MORTENSEN RUG Co., Oakland, appoints Small & Gautreaux, same city to handle advertising. Radio will be used.

McCOLL-FRONTENAC OIL Ltd., Montreal (Texaco oil and gasoline), April 2 starts 200 spots campaign, six days weekly, on large number of Canadian stations. Agency: Erwin, Wasey of Canada, Montreal.

OKLAHOMA STATE PLANNING and RESOURCES BOARD appoints White Adv. Agency, Tulsa, to handle advertising. Agency planning national and state advertising for bid to get new industry and vacation and travel business.

R. M. HOLLINGSHEAD of Canada Ltd., Toronto, starts daily spots and flashes campaign on number of Canadian stations. Agency: McConnell, Eastman & Co., Toronto.

AUTOMATIC WASHER Co., Newton, Iowa, appoints W. W. Garrison & Co., Chicago, to handle advertising. Firm considering use of radio and/or television. **Earl Lines** is account executive.

CANADA PACKERS Ltd., Toronto (margarine), starts weekly transcribed quarter-hour program on Canadian Atlantic coast stations. Agency: Grant Adv. of Canada, Toronto.

RUBSAM & HORRMANN BREWING Co., N. Y. (R & H Beer), names Sullivan, Stauffer, Colwell & Bayles, N. Y., to handle advertising.

CANADIAN DUREX ABRASIVES Ltd., Brantford, Ont. (Scotch tape), renews for remainder of 1951 daily spot announcement campaign on 18 Canadian stations. Agency: Cockfield Brown & Co., Toronto.

WM. WRIGLEY Jr. Co., N. Y. (P.K. and Dulce 16 chewing gum), ap-

(Continued on page 56)

*Source: Latest SRDS Cons. Mkts.

CENTRAL OHIO FOLKS STAY WELL—LOOK WELL

*With over $28 Million Worth of Drugs Annually

Use WBNS if you want to sell your share of the $28,691,000 worth of toothpaste, aspirin and thousands of drug items purchased annually by Central Ohioans.

Latest Hooperatings show that WBNS dominates Central Ohio with more listeners than any other station, and in Columbus, has the highest percentage of listeners every night. Write for ratings or ask your John Blair representative. A campaign on WBNS will prove a real tonic to your sales.

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS PLUS WELD-FM Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

IN NORTH CAROLINA

WSJS

DELIVERS

A 15-COUNTY MARKET
With Over
$104,434,000*
Farm Income
*Sales Management 1950
Survey of Buying Power

MORE VALUE
FOR YOUR
ADVERTISING
DOLLAR

WSJS
The Journal Sentinel Station
AM-FM
WINSTON-SALEM
NBC Affiliate
Represented by:
HEADLEY-REED CO.

agency beat

WILLIAM L. MORISON, director of media Dorrance-Waddell Inc., N. Y. appointed treasurer and member of board of directors.

ESTHER HUFF, noted radio and TV personality, named director of radio and TV Comstock & Co., Buffalo. DONALD K. BEYER appointed account executive. He was with several airlines handling public relations and advertising. ALBERT D. McCOY appointed account executive.

MILES C. McKEARNEY, account executive Foster & Davis Inc., Cleveland, appointed vice president.

Mr. McKearney

OPPENHEIM, VAN SLYCK & KLAUS Inc., S. F., is new agency formed by merger of RAMSEY OPPENHEIM and VAN SLYCK advertising agencies. RAMSEY OPPENHEIM is president of new firm; PHIL VAN SLYCK, vice president, and ERWIN KLAUS, of Buchanan & Co., S. F., vice president. DANIEL C. GORDON, art director with Van Slyck, will continue in same capacity with new agency. New firm address is 425 Bush St.; telephone: Yukon 6-6688.

DICK DORRANCE, president Dorrance-Waddell Inc., N. Y., and Nina

(Continued on page 13)

on all accounts

BETH BLACK, account executive, Joseph Katz Co., New York, has been characterized as one of the most brilliant women in the advertising industry.

Elizabeth (Beth) Black is a native New Yorker and was educated at Scudder School for Girls and the American Academy of Arts. She went to the latter school to prepare to be an actress. But when she started to look for a job, and discovered that producers were not looking for a 5-foot-10-inch ingenue, she quit thoughts of the stage to become a secretary to A. W. Erickson, president of the Erickson Co. (now McCann-Erickson Inc.).

A year later she moved to Ruthrauff & Ryan as secretary to the head of the radio department. After serving one year in that capacity, she was transferred to the department of the office manager as executive secretary.

And, when in 1934 the agency was scouting about for its first official timebuyer, it rediscovered Miss Black and promoted her to that position.

Miss Black placed the first introductory chain break campaign for Spry, and launched spot schedules for such clients as Dodge, Gillette and Noxzema.

Five years later, she moved to the Joseph Katz Co. as director of media. In 1949, Joseph Katz, president of the agency, named Miss Black account executive on the Ex Lax account. She has continued in that position ever since and in addition continues to supervise media for the client. A substantial amount of the Ex Lax advertising budget goes into radio spots.

Miss BLACK

Miss Black lives in Manhattan with her sister, Jean, a playwright, who has written such Broadway plays as "Penny Wise" and a dramatization of Morley's "Thunder on the Left."

Beth's favorite hobbies are fish-

(Continued on page 14)

HITCH YOUR
PRODUCT TO A
K-NUZ RADIO
RANCH STAR

Lonnie Rochon
"Bee Hive," 10:30 pm to 12 midnight

NATIONAL AND REGIONAL ADVERTISERS ON LONNIE'S SHOWS:

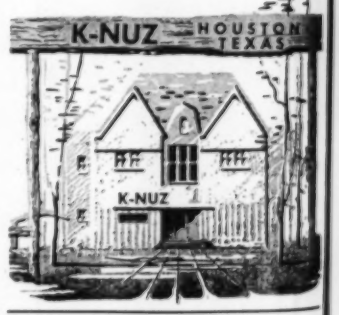
Alaga Syrup
Griffin Shoe Polish
Hadacol
Red Arrow Drugs
Royal Crown Products
Southern Select Beer
Thom McAn Shoes
(Plus a choice list of local advertisers)

Beginning its fourth year on K-NUZ, the "Bee Hive" now reaches a vast market of 107,718 colored people.*

(*Based on 1948 estimate, City of Houston Planning Department.)

For information call
FORJOE
National Representative
or DAVE MORRIS
General Manager
at KEystone 2581
TWX HO 414

"RADIO RANCH"
P. O. Box 2135



Agency Beat

(Continued from page 12)

Frances Sittler, executive editor McFadden Publications, announce their marriage.

LEN BOYD, advertising manager Tim Griffin & Son, S. F. (furniture dealer), to Elliott, Daly & Sherman, same city, as account executive.

STAN WARREN, publicity ABC, to Benton & Bowles, N. Y., publicity department.

HAROLD QUIRAM, *Westward* magazine, and **WILLIAM PAHLE** to Max Landphere & Assoc., S. F.

DON BELDING, president Foote, Cone & Belding, N. Y., named chairman of board of directors Freedoms Foundation Inc., Valley Forge, Pa.

O'NEILL, LARSON & McMAHON, Buffalo and Toronto, and **GORDON & GOTCH,** London, England, and Toronto, enfranchised by Canadian Assn. of Broadcasters.

LOWE RUNKLE Co., Oklahoma City, moves to temporary offices in Liberty National Bank Bldg.

NELSON-GREENWELL, visual media firm, incorporates under name Visual Media Inc., and moved to new and larger quarters at 17 E. 45th St., N. Y.

ALAN CAMERON, Lockwood-Shackelford Adv. Agency, L. A., transfers to San Francisco office of firm early in April.

WINTHROP BRUBAKER, account executive, Roger Brown Inc., N. Y., to Geyer, Newell & Ganger, same city, as copywriter.

JOHN A. MULLEN, Sullivan, Stauffer, Colwell & Bayles, joins Maxon Inc., N. Y., in radio and television copy department.

ROBERT ROUSE, advertising department United Grocers, S. F., to West-Marquis Inc., S. F., as assistant account executive.

H. G. SELBY, buyer on Crosley account, Benton & Bowles, N. Y. for past two years, appointed manager of publication media for agency.

AUDREY CALDER, *Oakland Post-Enquirer,* to Small & Gautreaux Adv. Agency, Oakland, as copy chief.

NORMAN ROBBINS, copy department, Young & Rubicam, N. Y., to Sullivan, Stauffer, Colwell & Bayles, N. Y., in similar capacity.

PATRICIA JEAN POWELL, KPIX (TV) San Francisco, to Umland & Co., S. F.

LEVINGER ADV. AGENCY opens office at 311-A Mendocino Ave., Santa Rosa, Calif.

JOHN E. CRAIN, Colman Co., S. F., named assistant PIO of Sixth Army recruiting service.

ATTENDING the last dinner-meeting of the Women's Advertising Club of Baltimore, at Baltimore's Sheraton Belvedere Hotel (l to r): L. Waters Milbourne, president, WCAO Baltimore; Mary E. Busch, club president, and treasurer of the Emery Advertising Corp. of Baltimore, who presided at the meeting; William C. Gittinger, vice president, CBS, and guest speaker who talked on "The Future of Advertising Media"; Betty McCall, director of women's programs, WCAO, and a member of the board of the club, and Ewell K. Jett, vice president and director of television for WMAR-TV Baltimore.

"You can't beat the Dutch..."

Said the Dutch people to Tys Terwey, when he helped get their government radio back on the air immediately after V-E Day. And what Tys said to the Dutch people, in Dutch, about the part America was playing in the war, has probably changed the course of history!

From his post as director of Radio for The Netherlands and from world-wide short wave broadcasts, "News From London," Tys came home from the war to more drama and excitement in the news. His story, "Battle of Bullets and Ballots," from Athens, Tennessee in August 1946, received nationwide acclaim. And it was Tys who gave dramatic chronicle to the Straight Creek, Kentucky mine disaster on Christmas Day, 1945.

He has recently completed 13 programs in the British West Indies for broadcast over 25 American stations.

Most of Tys' twenty-one years in radio have been devoted to news. His distinctive style, a homey down-to-earth reporting, is easily understood. No wonder he so quickly established himself as one of the Mid-South's top news personalities.

FOR ALL THE FACTS

Contact

RADIO REPRESENTATIVES, INC.

WMPS

Memphis, Tennessee

68 On Your Radio

AMERICAN BROADCASTING COMPANY

open mike

Please Omit Flowers

EDITOR:

The OPEN MIKE section of BROADCASTING • TELECASTING this week [March 19] was excellent. Let's have more good "meaty" letters-to-the-editor expressing individual opinions on important developments and less throwing of bouquets.

Frank E. Shaffer
General Manager
WEIR Steubenville, Ohio

* * *

Wrong Agency

EDITOR:

In a recent issue I noted that you have listed Richard E. Thibaut Inc., New York wallpaper manufacturer, as the account of Jackson & Co., New York.

Since June 1 the Franklin Fader Co. has handled the Richard E. Thibaut Inc. account . . .

Marion Cox Stoker
Dir. of Merchandising
The Franklin Fader Co.
Newark, N. J.

* * *

On Mutual Billings

EDITOR:

For many years I have watched the monthly and yearly published gross billings for the various networks and Mutual, as you well know, has always been at the bottom of the heap. I have always wondered just how these figures are arrived at.

It strikes me that CBS, NBC and ABC probably show their entire billing, including all regional business. On the other hand, you are undoubtedly aware that Mutual in itself could only report billings for a portion of the entire business carried on the Mutual network and all of its several associated networks such as, Don Lee, Yankee, etc. In order to obtain a true comparative figure, it seems to me you would have to get figures from every segment of Mutual and total them together before you could offer a real comparison.

W. R. Taft
Manager
KRKO Everett, Wash.

[EDITOR'S NOTE: Most of the network billings figures published in BROADCASTING • TELECASTING are obtained from Publishers Information Bureau, which compiles the figures from information supplied by the networks. Since some billings of Don Lee, Yankee and other regional networks are not reported TO Mutual, Mutual cannot report them to PIB.]

* * *

Nunn 'Respects' Lauded

EDITOR:

This is to compliment you and your associates on the profile in your March 5 issue.

OUR RESPECTS To Wesley Irvin Nunn is one of the best handled and best written items of this kind that I have ever read.

Sidney A. Wells
Vice President
McCann-Erickson Inc.
Chicago

* * *

Full Sports Day

EDITOR:

. . . On Saturday, March 10, WJRD Tuscaloosa carried three play-by-play sporting events — baseball, football and basketball.

Beginning at 12:55 CST, we carried a play-by-play description of Grapefruit League baseball game between the Giants and the Cardinals. Beginning at 3:30 p.m. CST, we carried the complete play-by-play description of an entire football game at the U. of Alabama. This was the annual A-Day classic in which the U. of Alabama squad is divided into the Reds and Whites. At 8 o'clock p.m., WJRD followed up with a play-by-play description from the Liberty Broadcasting System of Oklahoma Aggies versus Kansas U. in basketball.

I've been active in radio over 10 years and this is the first time I have ever heard of a similar situation coming up. . . . Frankly, I would like to know if it has ever happened before? . . .

Richard B. Biddle
Asst. Manager
WJRD Tuscaloosa, Ala.

On All Accounts

(Continued from page 12)

ing (during vacations in Northern Vermont), bridge, needlepoint and performing in amateur theatrical groups.

She is a member of the Radio Executives' Club and has served two separate terms as vice president of that organization. She is also a member of Radio Pioneers and the New York League of Business and Professional Women.

Charles Rollins Crowell

FUNERAL services were conducted March 16 in Menasha, Wis., for Charles Rollins Crowell, 70, who died there March 15. Mr. Crowell, who made his home at Fremont, Wis., was a retired advertising executive. He worked in Chicago for Lord & Thomas and Henri, Hurst & McDonald.

Lowell Thomas Says:
"Out of This World"*
About...
MiniTape
The ONLY miniature self-contained magnetic tape recorder . . . "IN THIS WORLD"
MINITAPE . . . credited by Mr. Lowell Thomas and Mr. Lowell Thomas, Jr., as the instrument that made possible the recording of their fabulous journey to TIBET.
MINITAPE . . . the first commercially available complete magnetic tape recorder operating solely from self-contained batteries. The size of a shoe box with a total weight of less than 15 pounds.
Write for Brochure
* During December and January of this year the "BEST SELLER" — "OUT OF THIS WORLD ACROSS THE HIMALAYAS TO FORBIDDEN TIBET" by Lowell Thomas, Jr., outsold everything in its field . . . non-fiction and novels as well.
CBS
STANCIL-HOFFMAN CORP
1016 NORTH HIGHLAND AVENUE
HOLLYWOOD 38, CALIFORNIA

Best Milwaukee buy— and here's why:

1. ***High Hoopers**—Now 3rd Highest Hooperated Independent in the Nation between 6:00 and 10:00 P.M. In Milwaukee consistently No. 3 Morning and Evening, now No. 2 in the afternoon! No. 1 on individual program ratings competitive to National Network Shows.

2. ***Lower Costs***—No other station in Milwaukee delivers audience at a lower cost per 1000. At the 250 time frequency, $9.75 buys a Nighttime minute—$7.80 a daytime minute.

3. ***Top Programming***—24 Hours of Music, News and Sports. Continuous popular, familiar music native to Milwaukee, interrupted only by clear, concise 5 min. newscast and leading play-by-play Sports broadcasts.

4. ***Personnel***—Highest Paid Program Staff with exception one Network Station. Air Salesmen—not announcers. Full time local news staff.

** Based on 1950 May-September Hooperatings and 1950 December-1951 January Index*

WEMP

24 Hours of Music, News and Sports

Headley Reed, before you buy let them tell you why!

Hugh Boice, Gen'l Mgr.

3 WINNERS in WASHINGTON

(One at a time or any combination)

Bill Herson

Conducts "Your Timekeeper" from 6:00-9:30 AM Monday thru Saturday. A consistent, hard-hitting salesman. Top-drawer listening and selling power for years.

Nancy Osgood

Outstanding women's director on the air in the nation's capital. Nancy's daily mid-morning audience and sponsor loyalty means "sales power" for your product.

Charley Batters

Conducts "Batters' Platters" a novel participation program heard nightly from 7:00-7:25 PM, Monday thru Friday. Choice time and choice programming.

They're all on

BEST in WASHINGTON

WRC NBC

feature of the week

THIRTEEN is a lucky number as far as KWNO-AM-FM Winona, Minn., is concerned.

The stations have just signed H. Choate & Co., largest Winona department store, for its 13th annual advertising contract. KWNO's first retail advertiser, the company went on the air the day after KWNO began broadcasting in January, 1938.

Choate's first broadcast was a half-hour morning "rise and shine" program of recorded music. Called *Choate's Musical Clock*, the show has been aired six days a week since.

Emcee for the program is Charles A. Choate, company vice president and general manager. Mr. Choate mortars the recordings together with an informally blended mixture of commercial plugs, news tidbits, and special announcements. In addition to the half-hour morning program, the department store sponsors a five-minute noontime musical show seven days a week and maintains spot announcement schedules which reach a saturation point during promotion compaigns.

In 1938, when KWNO began broadcasting, company officials recommended a 13-week trial period. Charles Choate insisted that the officials give radio a long-enough chance to prove its worth to the store. Enthusiasm tore away the shell of apathy when the officials saw results.

Completing the 13th annual advertising contract are Mr. Choate (r) and H. Rod Hurd, KWNO sales manager.

* * *

David A. Moffitt, KWNO promotion manager, regards the 13-year-contract signing as an excellent testimonial for the effectiveness of radio advertising—and the Choate Co., it appears, agrees with him.

strictly business

ONE of Tom Peterson's favorite songs is "The Old Lamplighter"—and for a good reason. As a boy in Fort Dodge, Iowa, the vice president and Chicago manager of the O. L. Taylor Co., station representative, tended the town's gas street lamps, morning and night.

A salesman's salesman, Mr. Peterson has been a "peddler—and proud of it" ever since his graduation from the U. of Illinois in 1931. First, he sold men's clothing and, incidentally, picked up some ideas about togs that make him one of the best dressed males on Michigan Blvd.

His experience in media has been wide and varied, giving him a grasp of advertising possessed by few in the representative business. Before 1944, Mr. Peterson sold newspaper space. He broke in with the Chicago office of Scripps-Howard Newspapers in 1931, advancing from junior to senior salesman in two years. In March 1935 he became national advertising manager of the *El Paso Herald-Post*, and when that paper merged with the *El Paso Morning and Sunday Times* the following year, he became national advertising manager of all three publications.

Mr. PETERSON

In July 1944, O. L. (Ted) Taylor offered him the position of Chicago manager of Taylor-Howe-Snowden Radio Sales, a predecessor of Mr. Taylor's present station representative firm. He seized the oppor-

(Continued on page 54)

Radio Market Data for Oakland, California

1. How many people?

There are 3 million people in the coverage area of KLX, the top station in Hooper ratings. KLX claims only 600,000 as steady listeners.

2. How rich are they?

Oakland area radio listeners spend 100 million for drugs, 1 billion for food, 1/2 billion for general merchandise, 1/4 of a billion for radios, TV and furniture.

3. What does Hooper say?

KLX leads all independent San Francisco and Oakland radio stations in the Oakland Hooper... and often leads in all six periods!

4. Do San Francisco Independents cover Oakland?

No, these stations reach only 15% to 35% of the Oakland audience that KLX covers. You can check this by adding the Hooper share of audience figures for all six periods.

5. What about KLX results ...and promotion?

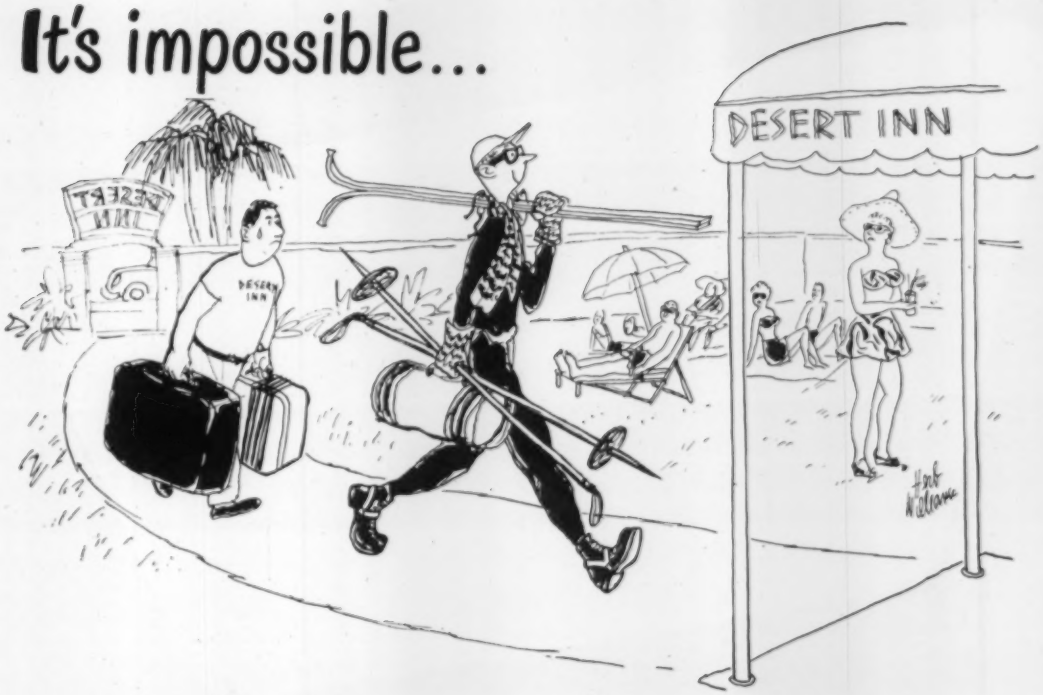
Just send for success stories on your field. Also, KLX has won 7 national awards for sound promotion.

KLX

TRIBUNE TOWER • OAKLAND, CALIFORNIA

Represented Nationally by
BURN-SMITH CO., INC.

It's impossible...



...as impossible as covering California's

Bonanza Beeline with outside radio

Be sure you are *properly* equipped to cover the Beeline. That's a 3-billion-dollar market, you know —all of *inland* California plus western Nevada — with more buying power than Detroit . . . higher retail sales than Philadelphia.*

But you choose the *wrong* equipment if it's outside radio—Los Angeles or San Francisco radio. You need *on-the-spot* radio. Because Beeliners are independent inlanders who naturally prefer their *own* stations—the five BEELINE stations.

Use all five to blanket the whole market. Or use the BEELINE stations individually, to cover a major Beeline shopping area. For instance . . .

KERN BAKERSFIELD

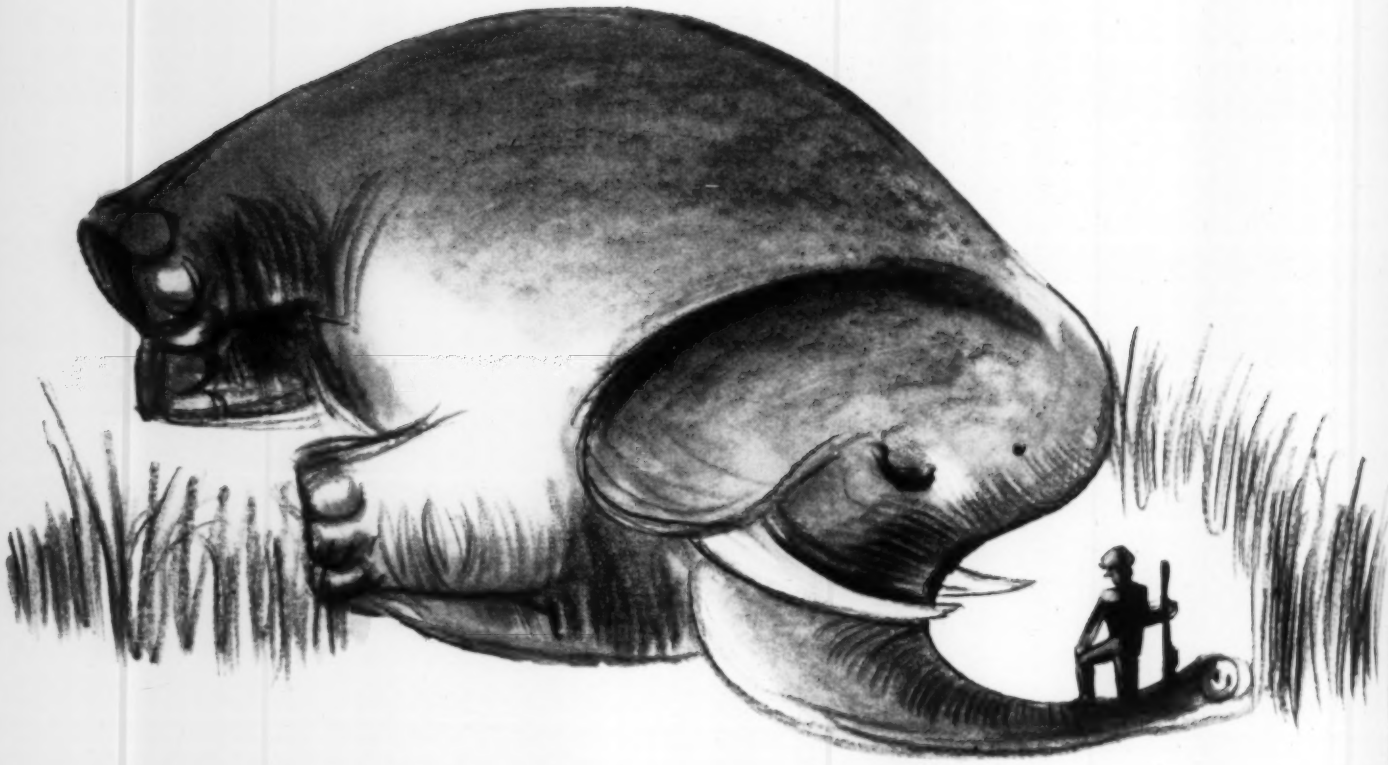
It's the CBS station for 59,000 radio families in oil-rich Kern County—with a BMB home-city weekly audience of 84% daytime, 92% at night.

**Sales Management's 1950 Copyrighted Survey*

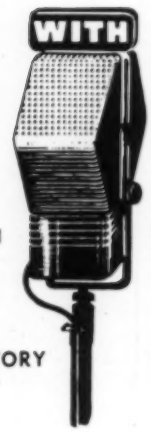
McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	5000 watts, day; 1000 watts, night 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.



You get a lot for a little*



*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

BROADCASTING
TELECASTING

Vol. 10, No. 13 WASHINGTON, D. C., MARCH 26, 1951 $7.00 A YEAR—25c A COPY

FCC PLANS 2,000 TV OUTLETS

By LARRY CHRISTOPHER

FCC LAST Thursday issued its proposed television allocations plan intended to release TV from the freeze that has gripped it since Sept. 30, 1948, and to distribute nearly 2,000 VHF and UHF stations among some 1,200 U.S. communities.

The plan, however, was only a portent of a thaw. There are factors involved in it which could delay the melting process, although the Commission hoped the ice age would be over by next fall.

Responding to the demands of educational interests, the Commission ear-marked a whopping 10% of the 2,000 stations, in VHF as well as UHF, for noncommercial operation, withholding them from commercial applicants indefinitely.

It also proposed to switch 31 of the 107 existing VHF stations in 63 cities to new VHF assignments (see table this page).

These and other considerations of the plan were expected to be contested by some commercial broadcasters at hearings set to begin May 23.

Partial Freeze Lift Proposed

Partial lifting of the freeze—with prospects that in the near future (1) some U. S. cities might at least gain UHF service, (2) existing VHF stations may be able to get power increases, and (3) U. S. territories could get prompt VHF service—highlighted proposals contained in the revised FCC report [BROADCASTING • TELECASTING, March 19, 12].

How soon and how extensively the Commission may be able to order the partial freeze lift—or any part of it—depends entirely upon the nature of comments FCC receives by May 8. This date is set as deadline for replies to industry statements supporting or opposing the Commission's report. These initial comments are due April 23.

FCC asked that no new TV applications be filed now, emphasizing "reasonable" opportunity will be provided in all cases where the freeze was relaxed, the same policy it would follow when eventually completely lifting the freeze.

In effect previewing economic expansion and social revolution of unknown magnitude, FCC's long-awaited report also proposed:

● Full allocation of the UHF band, with 65 or 70 channels to be assigned to augment 12 VHF channels, thereby providing for nearly 2,000 VHF and UHF stations in more than 1,200 communities.

● General reservation of about 10% of the VHF-UHF channels for an "indefinite" period for noncommercial, educational stations (82 in VHF and 127 in UHF).

● Completely new city-by-city allocation table (see page 58) and substantially revised engineering and procedural proposals.

● Scheduling of May 23 as commencement of hearing on city-by-city allocation proposals, with April 23 deadline for receipt of supporting and opposing comments and May 8 deadline for replies thereto. The hearing may take two months.

● Switch of 31 existing VHF stations (instead of previously proposed three) to new VHF assignments, with nearly all involved reportedly gaining better coverage and/or less interference, but some facing substantial transmitter and antenna modifications.

● Designation of small group of 13 or 18 "flexibility" channels at top of UHF for such future use as experimentation in Stratovision or "polycasting," neither of which would be accepted now.

● Intermixture of VHF and UHF in the same area, with 52 channels (No. 14 through 65) to be intermixed with the 12 VHF channels (No. 2 through 13).

● Reduction of station classes from previously proposed three

(Continued on page 27)

Proposed Changes for Operating Stations

Licensee or Permittee	City Affected	Present Channel Assignment	Proposed Channel Assignment
Iowa State College of Agriculture and Mechanical Arts (WOI-TV)	Ames, Iowa	4	5
Atlanta Newspapers Inc. (WSB-TV)	Atlanta, Ga.	8	11
Birmingham Bcstg. Co. (WBRC-TV)	Birmingham, Ala.	4	6
Sarkes Tarzian Inc. (WTTV)	Bloomington, Ind.	10	4
Balaban & Katz Corp. (WBKB)	Chicago	4	2
Crosley Bcstg. Corp. (WLWT)	Cincinnati	4	5
Radio Cincinnati Inc. (WKRC-TV)	Cincinnati	11	12
Scripps-Howard Radio Inc. (WCPO-TV)	Cincinnati	7	9
Empire Coil Co. Inc. (WXEL)	Cleveland	9	8
National Bcstg. Co. (WNBK)	Cleveland	4	3
Crosley Bcstg. Corp. (WLWC)	Columbus, Ohio	3	4
Crosley Bcstg. Corp. (WLWD)	Dayton, Ohio	5	2
Miami Valley Bcstg. Corp. (WHIO-TV)	Dayton, Ohio	13	7
Central Bcstg. Co. (WOC-TV)	Davenport, Iowa	5	6
Leonard A. Versluis (WLAV-TV)	Grand Rapids, Mich.	7	8
WSAZ Inc. (WSAZ-TV)	Huntington, W. Va.	5	8
WJAC Inc. (WJAC-TV)	Johnstown, Pa.	13	6
WGAL Inc. (WGAL-TV)	Lancaster, Pa.	4	8
WAVE Inc. (WAVE-TV)	Louisville, Ky.	5	3
WHAS Inc. (WHAS-TV)	Louisville, Ky.	9	11
Memphis Pub. Co. (WMCT)	Memphis, Tenn.	4	5
The Journal Co. (WTMJ-TV)	Milwaukee	3	4
The Elm City Bcstg. Corp. (WNHC-TV)	New Haven, Conn.	6	8
WTAR Radio Corp. (WTAR-TV)	Norfolk, Va.	4	10
WKY Radiophone Co. (WKY-TV)	Oklahoma City	4	7
Allen B. DuMont Labs. Inc. (WDTV)	Pittsburgh	3	2
The Outlet Co. (WJAR-TV)	Providence, R. I.	11	10
Stromberg-Carlson Co. (WHAM-TV)	Rochester, N. Y.	6	5
General Electric Co. (WRGB-TV)	Schenectady, N. Y.	4	6
Central New York Bcstg. Corp. (WSYR-TV)	Syracuse, N. Y.	5	3
WDEL Inc. (WDEL-TV)	Wilmington, Del.	7	12

Complete proposed TV allocations on page 58; opinions on page 27.

10% to Educators

RADIO SUPERIOR

CBS, NBC Answer ANA

By RUFUS CRATER

AN OUTPOURING of statistics attesting radio's money-wise superiority as an advertising medium came from CBS and NBC last week paralleling the Assn. of National Advertisers' renewed offensive against evening radio rates in TV markets [BROADCASTING • TELECASTING, March 19].

The persuasive network statistics were issued as the ANA prepared for its spring meeting March 28-30 at Hot Springs, Va. [BROADCASTING • TELECASTING, March 12], where the report of its radio-TV committee is expected to arouse lively discussion during a closed session.

The report will be one of the subjects of a panel discussion Thursday afternoon, March 29, along with "Daytime TV" and "Evaluation of Radio and TV Research Services."

Although media representatives offered no official comment on the ANA rate study, the week saw these developments which predated the ANA report in origin but which in themselves denied the ANA thesis that TV has drastically undermined radio time values in many cities:

● Following up its factual story issued two weeks ago [BROADCASTING • TELECASTING, March 12], CBS completed a documented pamphlet which traces trends in radio and magazine advertising costs and costs of general commodities, and shows that radio is "the better buy in 1951."

Full Presentation

● NBC showed its full radio sales presentation to newsmen and released the research data behind it, citing facts and figures to show, for instance, that an advertiser would have to buy a 500-line ad in every daily newspaper in all U. S. cities of 100,000 population and up if he wanted to reach the audience radio will have next October.

The latest CBS study, a four-page collection of charts, figures and source data, entitled "The Price of People," is based on the necessity of judging media prices —all prices—in the light of the whole national economy, and in the light of their relationships to each other.

After charting the 1944-51 trends in (1) radio and magazine costs-per-thousand; (2) the U. S. wholesale price level for all commodities, and (3) the radio and magazine advertising prices in terms of "constant-value dollars," CBS summarizes:

"The price of people (delivered to an advertiser) has gone up, like everything else. But it has *not* gone up as fast or as far as most other commodities.

"Taken together, the three

(Continued on page 20)

Radio Superior

(Continued from page 19)

charts show that national advertisers are actually getting *better values today* than they were in 1944—slightly better in the big magazines and considerably better in CBS nighttime radio.

"Specifically, the average cost for all commodities has gone up 71%; for ad-noters 57%; for CBS listeners only 17%. Thus, in terms of constant-value dollars, the magazines are today 8% cheaper and *CBS is 32% cheaper* than in 1944.

"Any way you figure it . . . CBS is the better buy in 1951."

Though the radio computations in the brochure apply to CBS nighttime costs, they are believed to be typical of all network radio in making comparisons with other media.

The magazines used in the study are *Life, Look, Collier's, Saturday Evening Post, McCalls, Good Housekeeping, Ladies Home Journal* and *Womans Home Companion.* Nielsen figures are used in computing radio audiences; *Standard Rate and Data* information in estimating circulation, and Starch Reports in determining "ad notings."

'Constant-Value'

The "constant-value dollar" figures were ascertained by dividing the figures on radio and magazine costs per thousand by the Bureau of Labor Statistics index showing the rise in the wholesale price level for all commodities.

NBC's "Research Appendix," the factual basis of the sales presentation which NBC is currently showing to affiliates throughout the country, points up the scope, economy and effectiveness of network radio in comparison with other media.

"Radio is 13 times bigger than four weeklies combined," the appendix asserts. Its estimates place the time spent with four leading magazines — *Saturday Evening Post, Collier's, Life* and *Look*—at 129,402,000 man-hours per week, as against 1,725,696,000 weekly man-hours of radio listening estimated for next October.

Still looking ahead to next October, NBC estimated that better than nine out of ten families will have radio sets, and that three of the nine will have television. Even eliminating the TV homes—expected to approximate 14.5 million—network radio will be unmatched, NBC said. It points out that one of ten families reads *Life* and one of ten reads *Saturday Evening Post*, this circulation being about evenly divided between TV and non-TV areas, while two of ten families read *This Week*, whose circulation is almost all inside TV markets.

But to eliminate TV homes would be "unrealistic," NBC argues, citing Nielsen figures in support of its contention that "in essence, a TV home is one-third of a radio home, since there is 30% as much listening to the radio in television homes as in radio-only homes."

Thus the network estimates that "radio, in the evening, in October 1951, will effectively reach seven out of every ten homes in the U. S. . . . And this is giving full weight to the effect on radio listening of 14.5 million TV homes."

NBC's research also found: Average cost per thousand potential radio homes for four networks (time and talent) will be $1.03 for an evening half hour, even assuming there is no evening listening in TV homes. For *Life*, the estimate was $3.55; *Saturday Evening Post*, $3.06; *This Week*, $2.53; and for television, $2.

From the standpoint of delivered audience, NBC gave these estimates on cost per thousand: Radio, $2.27 for an evening half hour; *Life*, $3.45; *Saturday Evening Post*, $2.80; *This Week*, $3.54, and television (assuming 35 interconnected stations), $3.34 for time and talent.

Cites Comparisons

It would take 500-line ads in all daily newspapers (222) in every city as large as 100,000 population (92) to achieve "notings" comparable to the estimated 8,565,000 delivered circulation of a half-hour evening network radio program, NBC calculated. And where the average time and talent cost of a half-hour, evening, network radio program is $19,484, the figures show, the 500-line ads would cost a total of $38,530.

Going at it another way, NBC reported that 500-line ads in the largest daily in each of the 92 cities of 100,000 or more population could be expected to have 3,881,000 "notings" at a cost of $18,575, as against the 8,565,000 delivered circulation of a half-hour, evening, network radio program costing, on the average, $19,484.

NBC also reported that radio was the favorite medium of 15 of the 25 biggest spenders in six major media from 1936 through 1949.

Defense Issue

Apart from costs and circulation, NBC also emphasized that network radio is "the advertiser's greatest open channel of communication to the American buying public in this defense mobilization period when heightened production and living standards are increasing spending power"; that "there is no threat of material shortages or rationing in radio as there is in other media"; that radio's flexibility "meets the immediate needs of the advertiser in reaching specific markets with sales messages keyed to the moment"; that NBC network facilities "offer the advertiser a larger potential audience than any other network, and a greater circulation than any other network, both inside and outside of television areas."

As the networks unlimbered their statistics, Edgar Kobak, BAB board chairman, business consultant and station owner, said in an interview that radio rates should have been raised in recent years, and he warned against the degrading of rates by "special deals."

Many of Mr. Kobak's views, outlined under questioning by BROADCASTING • TELECASTING, could be applied to the ANA study, though he declined to mention by name any organization or any organization's specific activities.

Radio, he felt, refused too long to raise rates when increases were clearly justified. It gave away values it should have sold, he declared.

Mr. Kobak also cautioned against "special deals"—media's offering of lower rates to some advertisers than to others.

Over the past few decades, he pointed out, media have grown strong and won confidence by sticking to their rate cards. Special deals, he warned, will tear down

(Continued on page 24)

Drawn for BROADCASTING • TELECASTING by Sid Hix

"We have a report someone is violating the radiation clause of the Communications Act."

Paging An ANA Einstein . . . . . AN EDITORIAL

IN ITS NEW proposal for reduction of radio rates, the Assn. of National Advertisers has made an error that would flunk a freshman student of economics. The ANA has assumed that the value of the dollar has remained constant during recent years.

The only factor considered by the ANA in its formula to figure the amount of rate reductions has been the growth of television and its attendant drain on the radio audience. The ANA disregarded the even more obvious fact that while radio was losing audience to television, the whole economy was losing a bout to inflation.

Since 1944, according to figures compiled by CBS, the U. S. wholesale price level for all commodities has risen 71%. In the same period the cost-per-thousand for eight leading magazines has gone up 57%. But for CBS radio, the cost-per-thousand nighttime listeners (with adjustments made for losses to TV) has risen only 17%.

In terms of constant dollar values, radio today is cheaper than it was in 1944.

A forecast of comparative media costs as of next October has been made by NBC, as reported in this issue. NBC figures that at that time the average network radio evening sponsor will be paying $2.27-per-thousand delivered listeners. *Life's* cost-per-thousand will be 52% higher, *Saturday Evening Post's* 23% higher, *This Week's* 56% higher, and half-hour evening television 56% higher.

Further, the average evening network half-hour will reach 8.6 million listeners. NBC points out that the only way a newspaper advertiser could reach that many people would be to buy 500-line ads in every daily newspaper in every city of 100,000 population or more. The network radio half-hour would cost $19,484 including time and talent. The 222 newspaper ads would cost $38,530 including 5% art and mechanical charges.

In a period marked by general rises in costs, radio has continued to provide more audience per advertising dollar than any other medium. Not all the mathematicians the ANA could hire would be able to disprove that fact.

SECURITY SESSION

Industry Set to Hear Operational Plans

By JOHN OSBON

WILL RADIO silence blanket U. S. airwaves in the event of all-out emergency? To what extent will FCC and military plans assure the maintenance of communications as the "nerve system" of civil defense?

These are two of the questions for which broadcast licensees seek concrete answers as they gather today (Monday) in Washington for FCC's unprecedented security session [BROADCASTING • TELECASTING, March 19].

Upwards of 400 licensees—or their representatives from legal or consulting engineering firms—are expected to attend the "restricted" session, called by the Commission for the purpose of outlining proposed operational plans for radio and television broadcasting during full-scale war.

FCC continued to shroud the meeting in the utmost secrecy—it had not even announced it—but said the briefing would be restricted to the industry and "U. S. press" as well as government representatives who will sit in as observers.

FCC authorities have informed industry members that they may bypass the meeting and attend, instead, an "informal engineering conference" slated to be held during the NAB Chicago convention next month (see separate story).

Summons Not Mandatory

Broadcasters reportedly had deluged the Commission with queries wanting to know whether the summons for today's session was mandatory. Informally, authorities indicated that it was not. However, they expected between 400 and 800 industry representatives.

Full details had not been set late Thursday, but it was believed that key FCC members would deliver talks at the meeting, slated to be held at 10 a.m. in the Interdepartmental Auditorium. Among those who conceivably may attend are FCC Chairman Wayne Coy, Comr. George Sterling, Chief Engineer Curtis Plummer, and engineering staff members, though details had not been resolved Thursday.

The U. S. Supreme Court color television hearing also is slated to open today—in the early afternoon—and industry authorities pointed out that FCC members will be required to attend those sessions. But it was believed that the Commission would be well represented at the security meeting, the first of its kind ever held by the government for the broadcasting industry.

FCC is expected to present its proposed plan at the outset, with a question-and-answer period to follow. The plan reportedly covers such phases as additional equipment for stations (which would enable them to remain on the air in certain instances without signals serving as navigational aids); monitoring operations, station and FCC; certain "methods of deception" which may be utilized in the event of impending attack; a report on tests involving sub-audible or coded frequencies designed to alert civil defense personnel; warning systems and other technical phases.

FCC already has forwarded a two-fold plan—for operating and alerting procedures—to the Air Defense Command, which recently held conferences with a key Defense Dept. official. Neither the command nor high military authorities have tendered approval of the "critique" as yet, but are expected to submit reactions and comments once broadcasters have been sounded out.

Over 3,000 licensees, comprising operators of AM, FM, TV facilities, were invited by FCC to attend the emergency session. Each licensee operation will be entitled to send two representatives, with admission by ticket only.

It was learned last week that representatives of the Civil Defense Administration, the Dept. of Defense, NAB and the Senate and House Interstate & Foreign Commerce committees were invited to attend as observers. In the case of the Hill groups, communications specialists are expected to represent them.

News Restrictions

Commission authorities emphasized that newsmen present would be honor-bound not to disclose vital security information (operating details) which may prove of value to the enemy. Only members of the U. S. press corps will be permitted to attend.

Broadcasters who do not attend were invited to participate in the Chicago sessions, which also would embrace non-NAB members. The engineering conference has been set for 9:30 a.m. April 16. The Commission's second notification was mailed last week.

The meeting today may throw further light on the avowed intentions of the Defense Dept. to seek control of radio and television broadcasting and other "electromagnetic radiations" capable of serving as "homing" devices. It also may help to resolve the apparent conflict between views held by civil defense officials and Air Force authorities.

The Defense Dept. still has filed no comments on its own legislation, now before the Senate Commerce Committee, which would empower the President to control, not only radio-TV stations but also other devices which throw off radiations to the extent of serving as navigational aids.

Congressional Action

The Commerce Committee, headed by Sen. Ed C. Johnson (D-Col.), proposes to amend Sec. 606 (c) of the Communications Act, which already gives the President authority over stations, to include devices which radiate in excess of say, five or ten miles. It was understood last week, however, that the military reaction to this plan may be forthcoming shortly, thus paving the way for committee action on the proposal.

There was some speculation in Washington last week that President Truman may issue an executive order designed to supplement Hill action on the radiations control measure.

Some authorities expressed belief that the Chief Executive may take such action as an interim measure to insure the invocation of authority vested in him under provisions of Sec. 606 (c) of the Communications Act. While he already has declared a national emergency as provided in that section, a further order would be

(Continued on page 66)

WMIE TRANSFER

Kefauver-FCC Differ

THREE-PLY development involving the FCC and the Senate Crime Investigating Committee broke upon the Washington scene last week.

● Crime Committee Chairman Estes Kefauver (D-Tenn.) said he would oppose an initial decision reported by FCC to grant consent to WMIE Miami, Fla., for assignment of its construction permit from Lincoln Operating Co. as trustee for Sun Coast Broadcasting Corp. to Sun Coast itself [BROADCASTING • TELECASTING, Mar. 19].

● A committee spokesman disclosed that FCC may be called upon to testify before the crime probers early this week to present views on remedial legislation the committee might recommend of Congress. The WMIE case may come up at that time, it was understood.

● FCC Chairman Wayne Coy was quoted late Thursday to the effect that FCC is limited in its decisions on individual cases to only the evidence presented. He thereby backed up the position of FCC's initial findings in the WMIE case.

On the Record

FCC Hearing Examiner Leo Resnick, on the basis of the hearing record, had found no evidence respecting the reputation of Arthur B. McBride, or his former ownership of Continental Press, national racing wire service, to disqualify him from being a stockholder in a radio station.

To this, however, Sen. Kefauver took exception.

The FCC initial decision also had cleared Daniel Sherby, Cleveland business associate of Mr. McBride. Messrs. McBride and Sherby are chief owners of Sun Coast and they also are part owners of WINK Fort Myers, Fla.

The Senator was quoted in New York last Wednesday to be in opposition and saying:

"He [Mr. Resnick] ignores what our interim report said: That McBride is the real head of Continental Press, the racing wire, and that he has connections never mentioned in Resnick's report.

"I am going to write a letter to Wayne Coy. We will send a complete report on McBride and the wire and have the FCC examine it before it takes any action."

Continental Press itself in effect gained a clean bill of health as far as FCC is presently concerned. The initial decision had noted that the second interim report of the Senate group was issued after the closing of the record in the WMIE case.

The second interim report of the Senate committee, issued in late February as Senate Report No. 141, had declared, in part: "From the preponderance of evidence before the committee a conclusion is warranted that the Continental Press Service is controlled not by Edward McBride or Thomas Kelly but by the gangsters who constitute the Capone syndicate."

It was learned that the Senate committee has tentatively scheduled government department heads to testify before it this week on legislative recommendations. Among the department chiefs listed is Chairman Coy. Because of wide television coverage of the hearings (see story, page 61), there is the possibility that FCC's appearance will be seen and heard be a vast TV and radio audience.

BATES HALSEY (standing), O. L. Taylor Co., New York, and Tom Lynch, Young & Rubicam, New York, review Swansdown Cake Mix (Devils Food Mix and Instant Cake Mix) merchandising reports from some of the 16 Lone Star Chain stations broadcasting the *Golden Gate Quartet* transcribed program for General Foods.

MARGARINE

Radio, TV Spot Campaigns Increased

MARGARINE manufacturers plan to "spread it on thick" in radio and television promotion campaigns.

Lever Brothers' Jelke Good Luck Margarine has launched a spot announcement radio campaign in about 80 markets with 42-week contracts. Starting dates varied from Feb. 19 to March 26. BBDO, New York, is the agency.

Mrs. Filbert's Margarine, through Sullivan, Stauffer, Colwell & Bayles, New York, is currently running a radio spot announcement campaign in New England and in New York state, and is considering a TV campaign.

Best Foods' Nucoa Oleomargarine, through Benton & Bowles, New York, began a radio campaign in Connecticut March 19 with further expansion expected shortly.

Swift & Co., Chicago, through J. Walter Thompson, Chicago, is planning campaigns for Allsweet in such states as approve sale of colored margarine. Several companies are using a similar plan.

Swift is closely following national and state legislation. The firm just finished an all-Minnesota radio spot campaign Feb. 24 after that legislature ok'd sale of colored margarine.

Allsweet gets one-third of the budget on the 10-10:30 p.m. portion of *Your Show of Shows* on NBC-TV Saturday. TV afternoon participations are used on shows in Baltimore and Washington.

AM participations are used in the Marjorie Mills regional show on the New England Network from WBZ Boston. Six stations in all are used. Also used are AM participations on Housewives' Protective League in Los Angeles, and TV participations on four daytime shows in Los Angeles.

Allsweet regional and local cutins are used in the Southwest on Don McNeill's *Breakfast Club* via ABC. This campaign began a fortnight ago.

Swift has indicated that it will continue to push Allsweet with spot, both AM and TV, and that it will expand schedules throughout the year, following legislative approval of the sale of colored margarine in various states.

Cloverbloom Planning

Radio and TV are being considered in media plans being made now by Cloverbloom Margarine, a product of Armour & Co., Chicago. Handled by Foote, Cone & Belding, Chicago, the product is advertised on *Cisco Kid* in 12-15 AM markets in the Southwest.

Parkay Margarine, made by Kraft Foods, Chicago, will continue to have major commercials on *The Great Gildersleeve*, *The Falcon* and *Kraft Television Theatre*.

The multiple products of Kraft are rotated, so that Parkay will have tags on these shows when it does not have the main commercials. It is now being featured for several weeks on *The Great Gildersleeve*.

In addition, the product helps to sponsor the *Ruggles Show* on an AM regional network on the West Coast. These are the only plans for the moment. The company avoids some areas in which butter is favored by high taxes against colored margarine, and concentrates on the color-it-yourself white variety.

AAAA MEET

Stresses Mobilized Economy

ANNUAL meeting of the American Assn. of Advertising Agencies will be held April 19-21 at the Greenbrier, White Sulphur Springs, W. Va., with a restricted guest list due to an expected heavy attendance from member agencies, it was announced last week.

Ralph W. Hardy, NAB government relations director, will be one of the speakers at the meeting, theme of which is to be "Advertising in a Mobilized Economy." Mr. Hardy will discuss "Government Attitudes Toward Advertising—What Senators and Congressmen are Saying."

Other speakers announced thus far are Sen. Paul H. Douglas (D-Ill.), who will address the annual AAAA dinner on April 20; Dr. Richard Glenn Gettell, chief economist of Time Inc., who will speak on "What Will Advertising be Like in a Mobilized Economy?", and Dr. Ernest Dichter, psychological consultant, on "Case Histories in the Study of Motivation."

AAAA President Frederic R. Gamble explained that only key officers of related organizations are being invited to the meeting. "We are genuinely sorry that our guest list must be smaller than usual, but total reservations at the hotel this year must be limited to 400," he said.

April 19 sessions will be for members only.

BERLE SIGNS

30-Yr., $1 Million Pact

NBC last week signed a 30-year contract with Milton Berle, a virtual lifetime pact for the actor-comedian, for exclusive use of his talents and services in radio and television.

Although the network did not disclose the actual amount of the contract—said to be the longest in TV—it is understood to approximate $50,000 a year.

The agreement calls for Mr. Berle's services in acting, producing, writing, and directing. It covers his regular appearances on his own TV show, sponsored by the Texas Co. (Tues. 8-9 p.m.) and his guest appearances on other programs.

Mr. Berle was represented in the contract negotiations by his attorney, Irwin H. Rosenberg, and Wallace S. Jordan and Nat Lefkowitz, both executives of the William Morris Agency.

KFH Wichita, Kan., celebrating 28 years of service, presented orchids—figuratively and literally—to local 10-year advertisers. Figuratively, in an ad saluting local and national advertisers of 10-years standing. Literally, an orchid was delivered to each of the local accounts. Paul Wilson, KFH account executive, pins an orchid on Judy Dodsen, also an account executive, just prior to making the deliveries.

Daylight Time

MEASURE (S 1176) to provide year-'round daylight saving time during the war emergency was introduced in the Senate last Wednesday by Sen. Ed C. Johnson (D-Col.). It was referred to the Senate Interstate & Foreign Commerce Committee he chairmans.

NBC WARY

ABC Denies Rate Cutting Lure

A PERIOD of watchful—and wary—waiting followed last week upon the heels of ABC's ambitious bid for NBC's afternoon serial lineup [BROADCASTING • TELECASTING, March 19].

Charges of rate-cutting and fears of a price war which would seriously damage network radio's rate structure circulated freely among other networks, but ABC stoutly denied it was cutting rates.

Reports that NBC had made a counter-offer to the five NBC afternoon sponsors approached by ABC also circulated, but top NBC officials insisted they had no knowledge of any counter-move.

Agencies for the advertisers involved were studying the ABC proposal and preparing detailed reports for their clients, and expected no immediate decisions.

Nor did ABC look for prompt answers—not for a fortnight, at least, officials said. Meanwhile, however, they were mulling over plans for a gigantic advertising, promotion and publicity campaign which was part of the offer to the advertisers involved.

While some media authorities looked upon the ABC venture as the equivalent of an approximately 15% cut in prevailing network rate levels, ABC officials flatly insisted that no alteration in ABC's basic rate structure is involved. Nor did they think acceptance of their offer would lead to a price war.

The offer was for a 45% discount on one-fourth the full-hour one-time rate, plus a $1,000 weekly contribution by ABC toward program expenses, if the advertisers involved—currently sponsoring 12 quarter-hour and one half-hour five-a-week afternoon shows on NBC—would move these shows to ABC, also in afternoon hours.

Features Explained

Ernest Lee Jahncke Jr., ABC vice president in charge of radio, said the only feature of the offer which is not on ABC's rate card is the program contribution—and that program contributions are and have been "a common practice" among networks for some time.

ABC advertisers have been approached with similar offers from time to time, he said.

Referring to the 45% discount on one-fourth of the full-hour rate, he said 45% is and has been ABC's standard on the type of contract being sought in this case, based on dollar volume, 52-week commitments, etc. Whereas the usual rate for a quarter-hour show is 40% of the one-hour rate, he continued, it is standard practice among networks to make it one-fourth of the hourly rate (for quarter-hour programs) if the sponsor carries an hour of programs, whether they are contiguous or non-contiguous.

He objected to any linking of the ABC offer with the Assn. of National Advertisers' latest move against evening radio rates in TV markets. ABC, he said, is the ally of all radio in opposing any move to cut rates.

The advertisers approached by ABC, and the number of programs sponsored by each on NBC in afternoon hours, are Procter & Gamble, now sponsoring five afternoon quarter-hours; General Foods Corp., sponsoring two; General Mills, sponsoring a daily half-hour; Sterling Drug, sponsoring three quarter-hour strips, and Whitehall Pharmacal, sponsoring two.

The offer, it was reported, is available only on a block basis and only if accepted by most (if not all) of these accounts.

BRADLEY, COY TO SPEAK

Will Address NARTB Convention

By J. FRANK BEATTY

THE highest-level experts on radio-TV station operation during the wartime emergency will take part in the NARTB (NAB) convention April 15-19.

Heading the all-star cast being assembled for the Chicago meeting will be Gen. Omar Bradley, chairman of the Joint Chiefs of Staff, and Wayne Coy, FCC Chairman.

Supporting them will be key officials from defense production agencies, high FCC executives and spokesmen for specialized military and civil defense units.

The four-day meeting, with its pre-convention industrywide FCC mobilization rally [BROADCASTING • TELECASTING, March 19] adds up to what has been described as the most practical convention program in radio-TV history.

In the course of the Monday-Thursday radio-video meetings the agenda will cover all important phases of station-network operation during the emergency. The program is designed to give radio-TV executives a rapid-fire education in how to operate efficiently and profitably during the mobilization period.

Tentative plans for the Tuesday-Wednesday Broadcast Engineering Conference were nearing completion last week (see story this page). Also in the final stages were agendas for the Thursday TV session, the Broadcast Advertising Board clinic slated Tuesday morning and a series of specialized panels covering station operation.

Committee Heads

The board convention committee is headed by Eugene S. Thomas, WOR-TV New York. Robert K. Richards, public affairs director, is in charge of overall convention programming. Neal McNaughten, engineering director, is lining up the technical conference. William B. Ryan, BAB director, is programming the BAB session. C. E. Arney Jr., NAB secretary-treasurer, is directing the convention arrangements.

Announcement that Gen. Bradley and Chairman Coy would take part in the convention added prestige to a program already packed with leading specialists in broadcast and associated operations. Gen. Bradley will speak at the April 17 (Tuesday) luncheon.

As now planned the Tuesday luncheon will be programmed with two features. First, excerpts from three winning Voice of Democracy contestants will be performed, to be followed by an on-the-platform appearance by the fourth national winner. Gen. Bradley was one of the judges who picked the four national winners.

After this feature, Gen. Bradley will deliver an address on the European situation. This speech will be taped for delayed broadcast.

Then the luncheon will go off-the-record for an intimate resume of the Korean war situation. Finally, Gen. Bradley will answer questions from the floor on any phase of the military or defense-broadcast situation. This, too, will be off-the-record.

Chairman Coy will address the Wednesday luncheon, giving his annual talk to the industry. The critical defense situation, announcement of proposed TV allocations and the emergency station-operating program add importance to his address.

As it now stands, the convention is a four-way operation. First there will be the pre-convention mobilization rally. It will be held Monday morning, April 16, in the Eighth St. Theatre, an annex of the Stevens Hotel. FCC last week mailed invitations to all broadcast and TV stations to attend the rally, which is open to all broadcasters and telecasters.

Second, the formal convention will open at 2 p.m. Monday, in the Stevens, with Mr. Thomas presiding. Judge Miller will deliver his annual address to the membership. If a new NARTB president has been named, he will be introduced by Judge Miller. Another speaker is to be named for the afternoon session.

Engineering Sessions Set

Formal programming of the Engineering Conference, third convention feature, starts Tuesday morning and runs through Wednesday afternoon. Engineering delegates are eligible to attend the Monday morning and afternoon meetings.

Full-day sessions are planned Tuesday and Wednesday for management delegates. The annual association banquet will be held Wednesday evening.

Fourth, an all-day television meeting will be held Thursday. The day will close with a TV business meeting, first ever held by the video segment of the association.

Pre-convention events will include a meeting of the NARTB-TV board Saturday, the 14th, and a BAB board meeting Sunday. Other satellite events will be held.

Space has been alloted exhibitors for the annual exposition of broadcast-TV equipment and services, under direction of Arthur C. Stringer, retained by NAB to direct the show. Heavy equipment will be shown in the basement Exposition Hall, with light equipment and services on the fifth floor.

The Monday morning mobilization meeting will include Curtis Plummer, FCC chief engineer; Mr. McNaughten; two or three NAB board members familiar with technical and manpower problems; Clem Randau, executive director of the Office of Civil Defense, and representatives of the military.

The morning program will be broken down into three parts—Manpower, Program and Information Policies, and FCC-Military Roundtable.

This rally will be a sequel to the

(Continued on page 83)

TECHNICAL MEET

Two-Day Chicago Agenda

FIFTH annual Broadcast Engineering Conference will be held Tuesday-Wednesday, April 16-17, at the Stevens Hotel, Chicago, in connection with the annual NARTB (NAB) convention (see convention story this page).

Normally one of the highlights of the engineering meetings is the annual FCC-Industry Roundtable. This year, however, the roundtable has been transferred into an industrywide FCC-station mobilization rally to be held Monday morning, prior to formal opening of the main convention.

Engineer delegates are eligible to attend and take part in the Monday rally as well as other convention events in addition to their own technical sessions.

Present programming of the engineering portion of the convention is still tentative. Neal McNaughten, engineering director, is coordinating the agenda.

The Tuesday morning technical meeting is to open with Orrin W. Towner, WHAS Louisville, presiding. Papers will include: "Maximum-Economy TV Broadcasting," by Carl Lee, WKZO Kalamazoo, Mich., and Martin Silver, Federal Telecommunication Labs; "A 5 kw UHF TV Transmitter," by Howard M. Crosby, General Electric Co.; "Video Switching for TV Stations," by John Brush, DuMont Labs; "A Discussion on the FCC TV Allocation Priorities," by Bernard O'Brien, WHEC Rochester.

E. M. Johnson, engineering vice president of MBS, will preside Tuesday afternoon. Papers will include: "Transmitter Maintenance in an Emergency Period," by a representative of RCA Service Co.; "Remote Operation of Broadcast Transmitters," by George Chandler, CJOR Vancouver, B. C.; "Trends in Audio Equipment," by W. Earl Stewart, RCA; "Groundwave Field Strength Variations With Temperature," by Stuart L. Bailey, Jansky & Bailey.

A James Ebel, WMBD Peoria, Ill., is to preside Wednesday morning. Papers now listed include: "Improved Single System Photography for TV," by John Battison, *Tele-Tech;* "Results of the RCA-NBC Ultra-High Frequency Projects in the Bridgeport, Conn., Area," by Raymond F. Guy, NBC; "Television and TV Networks," by Dr. M. E. Strieby, AT&T; "New Equipment Designs for AM Stations," by Jack Young, RCA.

Afternoon meeting of the second day will be presided over by John H. DeWitt Jr., WSM Nashville. Papers include: "A New High Gain UHF TV Antenna," by Lloyd O. Krause, General Electric Co.; "Flying Spot Scanner Signal-to-Noise Ratio," by A. J. Baracket, Federal Telecommunication Labs; "Basic Labor Relations Problems for Engineers," by Richard P. Doherty, NAB; "Ancillary Services of FM," by John V. L. Hogan, Hogan Labs; "A Modern 35 kw Shortwave Broadcast Transmitter," by J. L. Hollis, Collins Radio Co.

BMI clinic at Omaha, presented by the Nebraska Broadcasters Assn., brought together civic officials and radiomen, both from Nebraska and from afar. Pictured during a luncheon meeting in the Blackstone Hotel are (l to r) Glenn Dolberg, director, station relations, BMI; Robert Burton, BMI vice president; Ted Cott, general manager, WNBC-AM-FM, WNBT (TV) New York; Carl Haverlin, BMI president; Glenn Cunningham, mayor of Omaha; William J. Newens, manager, KOIL Omaha, and president, NBA; Harold LeMar, vice president, Omaha Chamber of Commerce; Paul Fry, president and manager, KBON Omaha; Robert Saudek, vice president and assistant to president, ABC, New York, and Al Marlin, BMI.

NEW FCC BILLS

Increase Chairman's Power

A FAR MORE sweeping reorganization plan that would give the FCC Chairman greater powers than even contemplated in the Truman plan of 1950 is contained in legislation submitted in both branches of Congress.

The legislation (S 1139 and companion HR 3307) apparently would concentrate in the Chairman additional authority in both administrative and executive functions and appear to go beyond Mr. Truman's reorganization plan that was rejected by a Senate 50-23 vote in the 81st Congress [BROADCASTING • TELECASTING, May 22, 1950].

This broad-based measure would:

● Transfer the executive and administrative functions of the FCC to the Chairman. They include such "internal management" as budgeting, accounting, appointment and assignment of personnel, supply, management research, information and publications "and other administrative matters." Also coming under the Chairman would be "relations with Congress" and "execution of FCC policies." Under the Truman plan, the Chairman's power to appoint chiefs of major administrative units would have been subject to Commission approval.

Personnel Assignment

● By default, place in the Chairman's jurisdiction the appointment and assignment of personnel in the immediate offices of the Commissioners. The Truman plan had specifically exempted these personnel. The new bills do not.

● Allow the President to remove from office any member of the Commission for "inefficiency, neglect of duty, or malfeasance in office, but for no other cause." Mr. Truman's reorganization proposal had not contained this provision.

● Stipulate that at the expiration of a Commissioner's term, he could continue to serve until his successor is appointed and "qualified," another provision not included in last year's White House request.

Both bills, which would amend the Communications Act of 1934, were referred to the Senate and House Expenditures committees.

Sen. John L. McClellan (D-Ark.) and 12 other Senators sponsored the bill in the upper chamber; Rep. Clare Hoffman (R-Mich.) in the House.

There are some pointed ramifications involved in the processing of the bills, however, that make speedy passage or even serious consideration by Congress questionable:

(1) The measures are subject to normal, lengthy, Capitol Hill procedure with approval needed from both Senate and House. Last year's Truman plan was only one of 21 sent to Congress under the Reorganization Act of 1949 which provided that the recommendation would become effective in 60 days unless disapproved by one or both houses of Congress.

(2) FCC is not the only regulatory agency involved in the bills which were drawn up along the lines of a new recommendation by the Commission on Organization of the Executive Branch of the Government (the Hoover Commission). Other agencies included are Interstate Commerce Commission, Federal Power Commission, Securities and Exchange Commission, Civil Aeronautics Board, National Labor Relations Board and board of governors of the Federal Reserve System.

The inclusions of more than one regulatory agency in itself speaks for detailed committee staff studies.

A spokesman for the Senate Expenditures Committee, of which Sen. McClellan is chairman, said no hearings are contemplated and there was doubt of any being scheduled at least until after April.

Johnson Attitude

There is also the attitude of Senate Interstate & Foreign Commerce Committee Chairman Ed C. Johnson (D-Col.). Last year, the Senator introduced a resolution opposing the President's FCC reorganization plan.

Sen. Johnson had expressed concern with the breadth and apparent concentration of powers which the plan would have vested in the Chairman in comparison with those of other Commissions.

A firm believer that FCC is a creation of Congress, Sen. Johnson had opined that the reorganization plan would have usurped Congressional authority by placing the regulatory agency more fully under the direction of the executive branch.

NAB and other radio spokesmen had waged a concerted campaign with eventual defeat of the measure.

ADVERTISER and agency representatives visiting the stars of the NBC *Halls of Ivy* show are (l to r) Ted Rosenak, director of advertising and merchandising, Joseph Schlitz Brewing Co., Milwaukee, program sponsor; Ronald Colman and his wife, Benita, stars of the show; Scott Leonard, account executive, Young & Rubicam Inc., Chicago; Barton Cameron, Y&R, Chicago, and Donald McGrath, western divisional manager, Schlitz Brewing Co.

Radio Superior

(Continued from page 20)

strong structures and impair confidence.

He characterized special deals by a seller as "a sure sign his product is over-priced." In that case, he said, the proper procedure is to issue a new rate card —without waiting for advertisers, ANA, or anyone else to demand it.

Conversely, he continued, if rates are too low they should be raised.

Another disastrous result of special deals, Mr. Kobak said, is that they engender rumors of other deals—many of them ill-founded—with the result that a suspicious state of mind and an unwholesome special-deal psychology spreads through the industry.

Media, he said, should abandon any such approach and encourage confidence by publicly stating, in advertisements and otherwise, their position in favor of uniform rates for all.

SURVEY REPORT AIRED

At AMA Meet

THE PLAN of the special test survey committee for clarifying the radio-TV research problems [BROADCASTING • TELECASTING, March 5], was laid before an estimated 190 marketing, advertising and broadcasting representatives last week by the committee members themselves.

At a luncheon sponsored Monday by the radio-television discussion group of the American Marketing Assn., New York chapter, seven of the eight committeemen outlined their findings and proposals during a panel session presided over by Edgar Kobak, business consultant and board chairman of BAB.

Dr. Kenneth Baker, NAB research director and chairman of the special committee, characterized the report as a substantial contribution which in itself should make timebuyers much more "sophisticated" purchasers of services.

He also expressed hope that private studies which already have been made to show differences between the various research services, and other useful material on the problem, may be brought out into the open as a contribution toward clarifying the overall problem.

The session consisted of a review and explanation of the original report, with the various committeemen participating on a question-answer basis. These included:

Dr. Baker; Lewis H. Avery, Avery-Knodel; Hugh M. Beville, NBC plans and research director; Dr. Mathew N. Chappell, Hofstra College; E. Lawrence Deckinger, research director, Biow Co.; Herbert L. Krueger, manager, WTAG Worcester, Mass., and Frederick B. Manchee, vice president, BBDO. The other committeeman, A. Wells Wilbor, of General Mills, was unable to attend.

Mr. Avery outlined the types of services available, and Mr. Deckinger described basic reasons for differences among them—size, area, and representativeness of the sample, for instance, the methods employed, hours covered, etc.

Outlines Courses

Summarizing the committee's conclusions, Mr. Manchee outlined the three recommended courses: (1) Analysis of audience measurement methods, (2) comparison of available data, and (3) experimental research to develop further information on the areas of, and reasons for, agreement and disagreement among existing techniques.

Mr. Beville explained that it is contemplated the analysis of methods will be made on the basis of information to be sought from the various services with respect to size of sample, sampling techniques, methods, and the like, with a project supervisor in charge. For the comparison of available data, Mr. Deckinger noted, the committee recommended that the project go into six cities where several services are in operation.

Mr. Chappel noted that it probably would be necessary to set up an experimental operation to resolve many differences which probably cannot be eliminated otherwise.

Dr. Baker said costs of the overall project could not be accurately estimated now, but pointed out that $140,000 seemed likely to cover most of it. Parts, he said, can be done for much less. The special basic comparison, he estimated, would cost $70,000 to $100,000. He added that he had had "only one nibble" for the post of project manager.

NAB is expected to be asked to initiate the financing.

Robert Hutton, Edward Petry & Co., chairman of the AMA radio-television discussion group, presided over the opening and closing phases of the meeting.

MILITARY PRODUCTION IMPACT

By PETE DICKERSON

CONVERGING on New York for the 40th annual convention of the Institute of Radio Engineers, visiting engineers from the U. S. and abroad last week heard Robert C. Sprague, president and board chairman of RTMA, estimate that military electronics production would reach a peak rate of $2.5 billion in the fall of 1952 and then decline to an annual rate of about $1.5 billion.

"In this connection," he said, "it should be borne in mind that military production dollars have about half the impact on our industry as civilian production dollars. This is for a variety of reasons, but particularly because a considerable portion of special and elaborate mechanical gear is obtained from manufacturers not generally considered a part of our industry."

Civilian Orders

Barring an all-out war, industry will be able to "maintain a substantial amount of civilian production, even at the peak of the military output" despite the military load, he said.

"Apparently only the shortages of certain critical materials will prevent manufacturers from turning out as many radio and television sets as their plant facilities and military orders will permit," Mr. Sprague said.

"It is, therefore, highly important that government officials make provision in their planning for the healthy continuation of our civilian economy, for we do not know when all of the present manpower and production facilities in our industry may be needed for the nation's defense."

Mr. Sprague also took occasion to defend the engineers' position in the color television controversy.

Hitting at FCC Comr. Robert F. Jones for his supplemental opinion in the FCC color TV case, which "questioned . . . the 'good faith, truth and veracity' of prominent industry engineers," Mr. Sprague denied categorically "the charges which have been hurled at our industry. . . . I think that any fair-minded person would concede that they (engineers) are honest and fair in their ultimate judgments."

Reviewing television history, and pointing out that "engineers have been in the center of the color television controversy for the past 10 years," the RTMA head offered the profession a credo:

Differences of engineering opinion can and should honestly exist. Unanimity of engineering judgment is not necessarily desirable.

Changes in engineering opinion resulting from the passage of time and the gaining of experience are healthy, and normally to be expected.

It is improper and futile to ask engineers to reach final and valid conclusions at too early a stage in the development of new systems of equipment.

Mr. Sprague spoke at the annual IRE banquet Wednesday night, during the four-day conclave which attracted more than 18,000 engineers from the U. S. and 30 foreign countries. During the course of the meetings, held Monday through Thursday at the Waldorf-Astoria and Belmont Plaza Hotels and Grand Central Palace, some 210 technical papers were delivered at 43 sessions.

Other Highlights

Other developments during the four-day meeting:

A 14-foot model of the Empire State Bldg. television and FM antenna, expected to be completed this spring, was unveiled Monday by a distinguished industry-FCC group led by Brig. Gen. David Sarnoff, RCA board chairman; FCC Comrs. Frieda Hennock, George E. Sterling, and E. M. Webster; Edward J. Noble, ABC board chairman; Mark Woods, ABC board vice chairman; Comdr. Mortimer W. Loewi, director of the DuMont Television Network; Lt. Gen. Hugh Drum, Empire State Bldg. president; Dr. Frank G. Kear of Kear & Kennedy, Washington consulting radio engineers; Phillip B. Stephens, business manager of the *New York Daily News*, which owns WPIX (TV) New York; I. S. Coggeshall, new IRE president; Raymond F. Guy, retiring president of IRE, and NBC radio and allocations engineering manager, and others prominent in the industry.

Gen. Sarnoff said he knew of no achievement in television transmission comparable to the Empire State antenna. "It is truly a miracle," he said.

Design, construction and installation problems of the antenna were discussed by a panel of 10 engineers active in the project or "experiment," as it frequently was referred to.

'Empire Story'

Speakers describing the "Empire State story" included:

O. B. Hanson, Mr. Guy, and Lester Looney of NBC; F. G. Kear, one of the owners of the building; W. F. Lamb of Shrieve, Lamb & Harmon, New York architects of the building and advisers on the antenna; Herman Gihring of RCA; T. E. Howard of WPIX; R. D. Chipp of DuMont network; and Frank Marx of ABC.

A new General Electric UHF television transmitter, described as "the world's most powerful," with an effective radiated power of 100 kw, was unveiled Tuesday. Incorporating a new type of UHF velocity-modulation 5-kw tube, developed under contract with GE by Varian Assoc. of San Carlos, Calif., and a "radically new type" of antenna, which magnifies by 20 times the effective radiated power, the transmitter is now undergoing tests in Syracuse, N. Y., it was announced (see story page 58-C).

Another development unwrapped by GE was the first high-power ceramic tube for radio, television and commercial use, said to represent "a radical departure from conventional tube design." Designed primarily for UHF transmission after FCC releases the UHF band, the GL-6019 was described as operating up to 900 mc at 1 kw output. Use of ceramic in the tube, according to GE, minimizes high-frequency losses and improves envelope cooling in comparison with glass tubes.

A 30-inch television picture tube, "the largest on the market," was described by H. W. Grossbohlin of Allen B. DuMont Labs. The tube is a development of the "90 degree-deflection technique," which permits the electron beam inside the tube to sweep through a 90 degree angle as it traces each horizontal line on the tube face. The technique, itself a new development, will allow reduction of the tube length and thus ultimately reduction of TV set cost, he said.

New Tube

Another new TV picture tube, said to eliminate use of critical metals, reduce cost and improve picture clarity, was announced by the Rauland Corp. of Chicago. No re-engineering is needed, and the only added equipment required is "an inexpensive voltage control," the company said.

An RCA portable television camera and transmitter, made to be carried by one person in a backpack and having a range of one mile, was demonstrated by L. E. Flory of RCA Labs. The outfit which weighs 53 pounds, is a product of recent developments in pencil-sized tubes and other sub-miniature component parts, he said.

Transmitting in UHF with a power of 2 w, the new transmitter operates in conjunction with a control station located within a mile radius. The station, while monitor-

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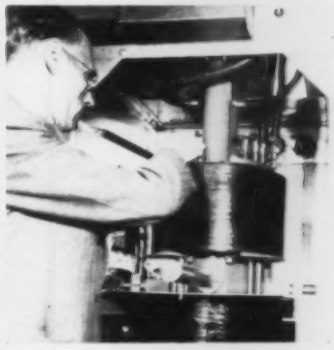
IRE Hears Sprague



H. M. CROSBY, General Electric engineer, adjusts a new UHF velocity-modulated tube around which GE has built a 5 kw UHF television transmitter at Electronics Park, Syracuse. Transmitter will operate in the 500 mc region. GE announced the development at the IRE meeting.

* * *

L-W SUIT

AFRA Action Denied

SUIT by Lang-Worth Feature Programs, brought in New York State Supreme Court to enjoin American Federation of Radio Artists' strike activities, was denied last Wednesday by Judge Isidor Wasservogel. AFRA's counterclaim to have the court order Lang-Worth to sign the 1951 transcription code also was denied, without costs to either party.

Union strike activities began Feb. 13 [BROADCASTING • TELECASTING, Feb. 19, March 5, 12] following the transcription firm's refusal to sign the code. AFRA alleged that the company had gone back on its word to sign when settlement was announced last December. Lang-Worth charged that provisions of the code had been changed between the time of settlement and final printing of the contract.

In denying Lang-Worth's action, the court found AFRA strike activities to be legal; the code to be a "bargaining agreement," and the strike objective to be lawful. In denying the union counterclaim, the court found that no employer-employe relationship between AFRA and Lang-Worth existed. While AFRA was free to continue its strike, Lang-Worth was free to continue to refuse acceptance of the code, the court said.

Lang-Worth was expected to appeal to the appellate division of the New York State Supreme Court.

RURAL RADIO

Commercials Favored

MORE than 38% of rural radio listeners throughout the United States favor "commercials"; 38% are indifferent, and only 24% actively dislike them, according to a study by Radio Reports Inc. for Rural Research Institute Inc., New York, released last week.

The average rural radio listener owns two radios, prefers Arthur Godfrey by a considerable margin, chooses news programs over all other types and listens an average of four and three-quarter hours a day, the survey indicated.

Published in a booklet *Rural Radio Listening*, these findings are based on a telephone survey of 28 states which reached 3,679 residents in 37 small communities, only three of which had populations greater than 25,000.

Other findings included 2.3 radio ownership per family, with 49% owning car radios; variation in listening time ranging from 3 hours and 59 minutes in Middle Atlantic states to 6 hours and 9 minutes in the Mountain states. Women listened 5 hours and 48 minutes a day, as compared with 3 hours and 36 minutes per day for men.

'SUPER' AGENCY

Gov. Electronics Board Seen

CREATION of a "super" intra-agency electronics board to coordinate all production in the nation's mobilization program — including responsibility for speeding military contracts to radio-TV manufacturers — highlighted activity on government and industry fronts last week.

Further reassurance that the vast, sprawling electronic-communication industry commands "top priority" in the defense effort was seen in these key developments:

● Formation of an Electronics Production Board at the policy level, with authority to determine both military and civilian requirements under the chairmanship of a top industry figure.

● Disclosure of plans designed to give electronics a heavy share of critical materials when allocations are placed under rigid restriction around July 1. The plans will encompass steel, copper and aluminum.

Conservation Planning

At the same time industry engineers, meeting at the request of Dr. W. R. G. Baker, director of the Engineering Dept., Radio-Television Mfrs. Assn., approved a plan to study utilization of materials in various product lines, with emphasis not only on conservation but also redesigning methods and techniques for receivers and component parts. Bureaus will be set up within present RTMA Engineering Dept. sections to explore these problems.

The "super" agency structure was announced Wednesday by Gen. William H. Harrison, who heads up the Defense Production Administration, policy-making materials agency. While Gen. Harrison had not yet appointed a chairman to preside over the board, it was understood that the selection would center on a close assistant of the DPA administrator—one grounded in industry problems. The chairman would report directly to Gen. Harrison.

It was believed that Walter W. Watts, vice president in charge of the Engineering Products Dept., RCA Victor Div., would be the logical choice for the post. Mr. Watts, now on leave of absence from RCA Victor, currently is serving as special assistant to Gen. Harrison, working on electronics and procurement phases of mobilization with established government agencies.

Gen. Harrison's decision to name a top-strata electronics group is attributable, in some quarters, to a request by Defense Mobilizer Charles E. Wilson, some weeks ago, that such action be taken. Mr. Wilson posed the suggestion at an electronics meeting of government and industry representatives.

In announcing the long-range conservation program at the Hotel Commodore in New York, Dr. Baker noted that the action had been authorized by the RTMA board of directors and given impetus by President Robert C. Sprague in an appeal to the industry [BROADCASTING • TELECASTING, March 5].

The quality of radio and TV receivers and components should not deteriorate because of conservation and, in fact, may result in improvements in efficiency and performance, he stressed.

"It is the responsibility of the RTMA Engineering Dept.," Dr. Baker declared, "to undertake the problem of material utilization, not only through substitute materials but also from the viewpoint of mechanical design, circuit design and standardization, both mechanical and electrical."

Proposed Measures

Dr. Baker suggested two approaches to material problems: (1) "Better and more efficient utilization" of critical materials, and (2) substitution of materials in the non-critical category to avoid possibility of shortages later. He continued:

"Regardless of the material classification—critical or non-critical—there is a need for the maximum standardization of types, sizes, shapes, values, etc. An immediate acceleration of our normal programs of standardization, well planned and executed, may, in itself, result in appreciable conservation of material."

Bureau heads set up within the various groups of the RTMA Engineering Dept. are: Transmitter Section, M. R. Briggs, Westinghouse Electric Corp., Baltimore, Md.; Receiver Section, L. M. Clement, Crosley Div., Avco Mfg. Corp., Cincinnati, Ohio; Receiver Components Group, R. J. Biele, General Electric Co., Syracuse, N. Y.; Sound Equipment Section, O. L. Angevine Jr., Stromberg-Carlson Co., Rochester, N. Y.; Special Electronic Equipment Section, chairman of executive committee (to be named); Joint Electron Tube Engineering Council, Virgil M. Graham, chairman of council and associate director of RTMA Engineering Dept., of Sylvania Electric Products Inc., New York.

Activities of the several bureaus will be coordinated by an Advisory Council consisting of David B. Smith, vice director of the Engineering Dept.; Ralph R. Batcher, chief engineer of the Engineering Dept., and Dorman D. Israel, chairman of the General Standards Committee. Mr. Clement will be chairman of the Advisory Council.

Sitting in on the new electronics board will be (1) a chairman, not yet officially appointed by DPA Administrator Harrison; (2) the

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RCA Victor's campaign "to save materials, save jobs and serve the nation" is underscored by posters like the one pictured above, which decorates the company's Camden, N. J. plant. The company said that more than 42,000 employees are cooperating in the conservation drive. [BROADCASTING • TELECASTING, **March 19**].

CBS GROSS BILLINGS

Up 12% in '50

GROSS BILLINGS on the CBS radio network gained 12% in 1950 to reach a total of $70,745,000, the company said last week in its annual report to stockholders.

CBS television network gross billings were reported at $13 million—a 271% increase over 1949.

The report showed consolidated income of CBS and its domestic subsidiaries increased almost $2 million, reaching a total of $9,555,329 before federal income and excess profits taxes.

Increased tax rates and enactment of the excess profits tax law, however, reduced consolidated net income to $4,105,329, or $2.39 a share, as compared with $4,184,079 ($2.44 a share) in 1949. Compared with 1950's $9.5 million figure, 1949 consolidated income before taxes was $7,634,079.

Gross income after deductions for discounts, commissions and returns was placed at $87,973,447 for 1950, as against $74,980,578 for the preceding year.

Total assets were shown as $53,833,265 at the end of 1950, including $2,405,904 in talent contracts, program rights, scripts, etc. (less amortization). The comparable figures at the end of 1949 were $49,793,850 total assets with $3,438,522 attributed to talent contracts, etc. (less amortization).

In a summary statement, Board Chairman William S. Paley and President Frank Stanton noted that in 1950 "once again the people turned to (radio broadcasting) as their swiftest and best source of information about the things that matter to the most.

"Advertisers, appraising radio's continued influence and Columbia's audience-leadership, invested a greater sum in CBS-Radio in 1950 than ever before in any network," they continued.

CBS radio gross billings were 15% over the second network in 1950, the stockholders were told.

In television, the report said, advertisers during 1950 "bought out virtually the entire CBS-TV nighttime schedule, and the company expanded its facilities and personnel to begin a substantial daytime schedule as well."

Average Network Size

The report said average size of the radio network used by CBS advertisers increased from 118 to 133 stations in daytime, and from 144 to 148 stations at night. CBS radio advertisers sponsored 3,253 hours and CBS television advertisers sponsored an additional 941. The automotive, tobacco, candy and soft drinks, drugs and toilet goods, soap and household supplies, lubricants, and food and food beverage industries accounted for more than $1 million of network radio billings.

Clients using both CBS radio and CBS TV were reported to have increased from 20 to 32 during the year. Those using radio increased from 63 to 64 and those using TV went from 46 to 82, the report said.

Value of local time and talent which CBS-owned stations made available for public interest programs and announcements in 1950 was placed at more than $2 million.

The CBS color TV victory before the FCC was blocked from commercial application by RCA's appeal to the courts and Columbia's plans for commercial colorcasting "have been further complicated by the current national emergency." Even so, the report noted, "CBS . . . continued its schedule of public demonstrations, showing color television to more than 250,000 guest viewers in New York, Chicago, Philadelphia and other cities."

The CBS radio network grew from 186 to 193 stations in 1950, the report pointed out, while the CBS television network increased from 55 to 61, of which 46 stations were reached by cable or microwave relays.

Messrs. Paley and Stanton foresaw "expanding program responsibilities.

"In a time of national emergency," they said, "the broadcaster's basic responsibility to provide good programs of all kinds assumes still broader dimensions.

"The increased need for good *information* programs is self-evident. But the need for top-flight *entertainment* programs, while not so readily apparent, is just as great.

"For entertainment programs do more than lighten human burdens. They create and hold a substantial 'audience-in-being'; and this wait-

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Plans 2,000 TV Outlets

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(metropolitan, community and rural) to one. Reduction of grades of service from previously proposed three (A, B and C) to two, (A and B). Minimum and maximum powers to depend upon population of principal city and interference factors.

- Minimum effective radiated power of 50 kw for station serving city with 1 million or more persons, 10 kw for city of 250,000 to 1 million population, 2 kw for city 50,000-250,000, 1 kw for cities under 50,000.
- Maximum power on Channels 2 to 6 would be 100 kw; Channels 7 to 83, 200 kw.
- Minimum co-channel station separations of 180 miles for VHF, 165 miles for UHF; minimum separations between transmitters of co-channel stations would be 170 miles for VHF and 155 miles UHF (previously proposed co-channel separation was 220 miles VHF, 200 miles UHF; present VHF separation is 150 miles).
- Reduction of previously proposed adjacent channel separation of 110 miles in VHF and 100 miles in UHF to 70 and 65 miles respectively.
- All stations to employ offset carrier type of operation, with VHF stations to be offset from each other by plus or minus 10 kc (1 kc tolerance), but specific UHF values to be set later.
- Limitations on UHF assignments and station spacing because of oscillator radiation, intermodulation, image interference and intermediate frequency (IF) beat.
- Directional antennas may be employed to improve service but may not be used to reduce minimum station separations.
- Prediction of service areas and interference to be based on lower atmosphere propagation only. No protection to be provided from long distance skywave interference (sporadic E and F2 layers), which may occur particularly in VHF Channels 2 to 6.

Cooperation Asked

Cutting paperwork and procedure to the bone and demanding fullest cooperation from the industry, FCC indicated it would move as swiftly as possible toward full lifting of the freeze and finalizing it new allocation proposal.

Virtually sweeping its house clean of earlier engineering and allocation proposals, FCC in issuing the new report rendered "moot" the more than 500 industry comments and petitions already on file.

"Interested parties may hereafter participate in the proceedings initiated by this notice only by complying with the procedures set forth herein," the report emphasized. This means the filing of appropriate new comments and petitions by everyone who wishes to take part, whether they have been parties heretofore or not.

The report, finally approved by the Commission late Wednesday afternoon, was rushed through necessary revision and duplication by the staff working overtime Wednesday night.

F. C. SOWELL, manager of WLAC Nashville, receives a citation from Jack L. Minton, chairman, Nashville Traffic Commission, for "outstanding public service." Mr. Sowell served two years as chairman of the Chamber of Commerce safety committee. Others present were John Milliron, traffic inspector, and Ed Burgess, police chief.

A "separate view" respecting the educational reservation was appended by Comr. Frieda B. Hennock, out-spoken crusader for a 25% allocation to education. She contended FCC's proposal "by failing to give the schools a sufficient share of the remaining television channels, will adversely affect the course of education in the United States for generations to come."

"We ought not, while conceding the principle of educational television, kill it in practice," Comr. Hennock charged.

Chairman Wayne Coy, in "additional views" beyond the majority report, supported the educational reservation but indicated concern over the "startling lack of data" as to the "willingness and readiness of educational institutions . . . to use television as an educational tool."

He also felt it important for FCC "to emphasize that the reservation of channels for educational stations in no way relieves the licensees of commercial television stations of any responsibility to render a well rounded program service, including a reasonable proportion of time devoted to programs that meet the educational needs of the community."

Webster's Views

Comr. E. M. Webster, in a partial dissent, did not agree sufficient showing had been made to warrant the educational reservation at all. He would agree to a specific community reservation, however, upon proof of sufficient need.

Similarly, Comr. George E. Sterling in a partial dissent felt no need for a VHF educational reservation and pointed out educational institutions can compete on equal terms with commercial applicants for any and all channels, including VHF.

Comr. Robert F. Jones, in a brief partial dissent, objected to FCC's proposed procedure whereby one year "freezes" would be imposed on any amendment to the allocation table once it's made final.

Comr. Paul A. Walker did not participate in the final vote since he is in Puerto Rico presiding over a revocation hearing involving WRIA Caguas.

In explaining procedure to be followed in its proposed partial lifting of the freeze on new station construction, FCC said "the most important single factor" which induced the freeze "was the desire to ascertain whether sufficient mileage spacing had been provided between assignments" in the existing allocation table.

FCC stated that on the basis of evidence it had obtained through the reallocation hearings, and at the "expiration" of the deadline for filing of replies to comments (May 8 unless postponed by further order), it proposed to take the following actions:

(a) The Commission will determine whether any issue has been raised which would prevent the lifting of the "freeze" with respect to channel assignments in Alaska, Hawaiian Islands, Puerto Rico and Virgin Islands. These territories are sufficiently removed from the continental United States so as not to be involved in the separations problems of continental United States and present no assignment problem with any neighboring countries. Separations have been maintained within the Territories which are in accordance with the Commission's proposals. . . . Accordingly, in the absence of any issue with respect to these separations, the Commission proposes to lift the "freeze" with respect to the above Territories without waiting to reach a final determination on all the assignments proposed in [the city-by-city table].

(b) The Commission will determine whether any issue has been raised with respect to the Commission's proposed assignments in the UHF band. In the absence of such issue, and where serious procedural or practical ob-

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COMRS.' VIEWS *Accompany Proposed Allocations*

ALL FCC Commissioners, except Paul A. Walker who is in Puerto Rico at this time, participated in the March 21 Third Notice of Further Proposed Rule Making. Chairman Wayne Coy and Comr. Frieda B. Hennock wrote additional views, concerned with the proposed reservations of channels for educational television broadcasters. Dissents in part by Comrs. E. M. Webster and George E. Sterling also dealt with educational reservations. Comr. Robert F. Jones dissented in part to those portions which would require rule-making proceedings in order to make changes in the proposed allocations table.

COY'S ADDITIONAL VIEWS

Chairman Coy, expressed the belief there is a "universal awareness" of the great potentialities of television in the field of education. However, he declared, there is a "startling lack" of data concerning "willingness and readiness" of educational institutions to use TV as an educational tool.

Recognizing other needs of higher educational institutions, the Chairman said "it is understandable that such a decision [to enter TV] is not easily taken. The continuing cost of operations without any income is perhaps a more difficult hurdle than the funds required to build the transmitter and studios."

Describing TV frequencies as constituting "an important and large part of a great natural resource" and maintaining that it was "essential" that such a resource be utilized in the public interest, he pointed out:

. . . It certainly cannot be regarded as being in the public interest if television frequencies, now proposed to be reserved by the FCC, are not utilized within the reasonably near future . . . It is my opinion that the reasonably near future is the time required for educational institutions to make up their minds as to whether or not they will utilize television in their educational program and in so doing decide to become an operator or a joint operator of a non-commercial educational television station.

The Chairman acknowledged the many time-consuming procedures that could be needed for such a decision, but added "it does not seem unreasonable to expect boards of trustees and administrative officials of educational institutions to declare their intentions at an early date, subject to action by state legislatures."

Chairman Coy also stated that if the proposed reservation is made final, it is "important" for the Commission to emphasize that the action "in no way relieves the licensees of commercial television stations of any responsibility to render a well-rounded program service, including a reasonable proportion of time devoted to the programs that meet the educational needs of the community." The possibility of educational institutions deciding to use television in cooperation with commercial broadcasters, rather than as oper-

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Plans 2,000 TV Outlets

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jections do not exist, the Commission will consider lifting the "freeze" on applications which specifically request a UHF channel.

(c) The Commission will determine whether any issue has been raised with respect to applications by existing television licensees and permittees to increase power in accordance with the proposals. . . . In the absence of such issue the Commission will consider lifting the "freeze" so far as existing stations are concerned on a case-to-case basis where it appears that a grant of increased power not in excess of the maximum specified . . . will not affect channel assignment proposals offered by the Commission or by interested parties and will not unduly restrict the Commission's flexibility in reaching final determinations with respect to assignments still in issue.

Both VHF and UHF channels would be available for immediate assignment in the territories, FCC indicated, although it is expected that sufficient VHF channels exist to meet the present demand.

FCC was not prepared to discuss just how the UHF freeze lift might ensue in the U.S. itself since the response of the industry and possible "issues" which might be raised are indefinite factors. It is believed that although the "ideal" situation may not occur of being able to promptly un-freeze the entire UHF allocation, specific area "thaws" will be feasible.

Similarly, no further explanation was offered by the Commission as to just how far it may go in granting existing VHF stations the power increases indicated.

Normal Processing

FCC emphasized that even though certain channels might be unfrozen shortly after May 8, potential applicants will have to go through normal processing procedures, including comparative hearings where more bids pend than there are available channels, before grants can be issued.

The Commission also said a "reasonable" period of time would be allowed for the filing of applications in each instance.

FCC's report was termed the "third notice of further proposed rule making." For purposes of identification, FCC designated that all proceedings pertaining to this "third notice" would be called "Part III" of the overall reallocation proceeding which initially began in the summer of 1948. The hearings dealing with the 1948 proposals were designated "Part I", while those dealing with the revised proposals of July 1949 were termed "Part II".

Four detailed appendices were attached to the new report. They replace those issued earlier. Appendix A contains proposed amendments to FCC's engineering standards and rules and regulations. These proposed amendments codify the new TV policies and procedures.

Appendix B, a highly technical section containing several charts, sets forth values and methods for prediction of areas of service and interference. Appendix C is the new table of city-by-city allocation proposals, while Appendix D is the table of "illustrative" proposals for Canada and Mexico.

The new city-by-city table specifically provides for a total of 1,965 VHF and UHF assignments in 1,256 different communities in the U.S. and its territories. Included are 526 VHF and 1,230 UHF commercial stations, plus 82 VHF and 127 UHF noncommercial, educational stations. The 12 VHF channels alone, as presently allocated, would provide for only about 400 stations in 140 markets, FCC noted.

The Commission pointed out the new table does not "place a limit on the ultimate number of TV stations." FCC said that "while it does indicate maximum channel usage as far as metropolitan areas and the eastern half of the country are concerned, additional UHF assignments are usually possible in less congested regions—particularly in the far West—and no attempt has been made to list those thinly populated places which some day may be in a position to support a local TV station."

FCC's 1949 proposal, even though based on only a partial allocation of the UHF, provided for some 2,200 assignments in more than 1,400 communities. But FCC considers its new table more "realistic" since it omits many small communities previously listed.

FCC explained its "illustrative" assignments contained in Appendix D for Canada and Mexico are those "which might be allocated on the same basis as the overall proposal if the borders between the countries did not exist." No formal agreements have been entered into with Canada or Mexico, FCC said, "but views are being exchanged with respect to these matters and it is expected that satisfactory understandings will be reached."

The proposed alterations with respect to Channel 9 at Cleveland (WXEL), Channel 5 at Syracuse (WSYR-TV) and Channel 6 in Rochester (WHAM-TV), FCC said, "resulted from the Commission's efforts to arrive at an equitable distribution of channels between the U. S. and Canada."

The remaining 28 channel substitutions proposed for existing, operating VHF stations, FCC explained, "resulted from the Commission's efforts to reduce interference, make available a reasonable number of channels and to effect the maximum utilization of the VHF television channels in the United States."

FCC contended that by these changes it would increase the service area of the stations already on the channels and reduce the interference which would be caused to new stations that will be added to the channels in question.

In order to make the substitutions, FCC plans to direct each licensee or permittee to "show cause" in the further hearing why the respective license or permit should not be modified as proposed.

FCC specified that the further (and final) hearing in the proceeding will be devoted only to comments and proposals relating to the city-by-city tables.

Comments which are to be filed by April 23, FCC said, must be accompanied by supporting engineering statements. Those not containing appropriate engineering statements will be rejected, FCC indicated. No comments will be accepted after April 23, FCC warned, unless the deadline is extended by further order.

Must Support Views

The Commission pointed out that comments also will be received through April 23 from persons who feel the proposed rules and engineering standards are not based upon evidence of record. But, FCC said, such objections must specifically identify the page of the hearing transcript or exhibit which supports the objection.

On or before the May 8 deadline "interested persons" may "submit written comments (including data, views or arguments) in opposition" to the earlier comments, FCC said, but these must be accompanied by supporting engineering statements also.

No replies will be accepted which "advance new proposals" or are filed after May 8, FCC said. This deadline also could be extended by further order.

"Comments which merely support" comments previously filed won't be accepted, the Commission cautioned.

Support or opposition may be

* * *

Minimum VHF-UHF Station and Transmitter Separations*

	CHANNELS 2-13		CHANNELS 14-83	
	Co-channel Station Separation	Adj. Channel Station Separation	Co-channel Station Separation	Adj. Channel Station Separation
Minimum separation city to city	180 miles	70 miles	165 miles	65 miles
Minimum separation transmitter to transmitter	170 miles	60 miles	155 miles	55 miles

* * *

Summary of Minimum Transmitter Separations in the UHF

Channel No.	Adjacent Channel 55 miles	Oscillator 60 miles	I.F. Beat 20 miles	Intermodulation 20 miles	Image Picture 75 miles	Image Sound 60 miles	Co-channel 155 miles
14	15	21	22	16-19	29	28	14
15	14, 16	22	23	17-20	30	29	15
16	15, 17	23	24	14; 18-21	31	30	16
17	16, 18	24	25	14-15; 19-22	32	31	17
18	17, 19	25	26	14-16; 20-23	33	32	18
19	18, 20	26	27	14-17; 21-24	34	33	19
20	19, 21	27	28	15-18; 22-25	35	34	20
21	20, 22	28 14	29	16-19; 23-26	36	35	21
22	21, 23	29 15	30 14	17-20; 24-27	37	36	22
23	22, 24	30 16	31 15	18-21; 25-28	38	37	23
24	23, 25	31 17	32 16	19-22; 26-29	39	38	24
25	24, 26	32 18	33 17	20-23; 27-30	40	39	25
26	25, 27	33 19	34 18	21-24; 28-31	41	40	26
27	26, 28	34 20	35 19	22-25; 29-32	42	41	27
28	27, 29	35 21	36 20	23-26; 30-33	43	42 14	28
29	28, 30	36 22	37 21	24-27; 31-34	44 14	43 15	29
30	29, 31	37 23	38 22	25-28; 32-35	45 15	44 16	30
31	30, 32	38 24	39 23	26-29; 33-36	46 16	45 17	31
32	31, 33	39 25	40 24	27-30; 34-37	47 17	46 18	32
33	32, 34	40 26	41 25	28-31; 35-38	48 18	47 19	33
34	33, 35	41 27	42 26	29-32; 36-39	49 19	48 20	34
35	34, 36	42 28	43 27	30-33; 37-40	50 20	49 21	35
36	35, 37	43 29	44 28	31-34; 38-41	51 21	50 22	36
37	36, 38	44 30	45 29	32-35; 39-42	52 22	51 23	37
38	37, 39	45 31	46 30	33-36; 40-43	53 23	52 24	38
39	38, 40	46 32	47 31	34-37; 41-44	54 24	53 25	39
40	39, 41	47 33	48 32	35-38; 42-45	55 25	54 26	40
41	40, 42	48 34	49 33	36-39; 43-46	56 26	55 27	41
42	41, 43	49 35	50 34	37-40; 44-47	57 27	56 28	42
43	42, 44	50 36	51 35	38-41; 45-48	58 28	57 29	43
44	43, 45	51 37	52 36	39-42; 46-49	59 29	58 30	44
45	44, 46	52 38	53 37	40-43; 47-50	60 30	59 31	45
46	45, 47	53 39	54 38	41-44; 48-51	61 31	60 32	46
47	46, 48	54 40	55 39	42-45; 49-52	62 32	61 33	47
48	47, 49	55 41	56 40	43-46; 50-53	63 33	62 34	48
49	48, 50	56 42	57 41	44-47; 51-54	64 34	63 35	49
50	49, 51	57 43	58 42	45-48; 52-55	65 35	64 36	50
51	50, 52	58 44	59 43	46-49; 53-56	66 36	65 37	51
52	51, 53	59 45	60 44	47-50; 54-57	67 37	66 38	52
53	52, 54	60 46	61 45	48-51; 55-58	68 38	67 39	53
54	53, 55	61 47	62 46	49-52; 56-59	69 39	68 40	54
55	54, 56	62 48	63 47	50-53; 57-60	70 40	69 41	55
56	55, 57	63 49	64 48	51-54; 58-61	71 41	70 42	56
57	56, 58	64 50	65 49	52-55; 59-62	72 42	71 43	57
58	57, 59	65 51	66 50	53-5?; 60-63	73 43	72 44	58
59	58, 60	66 52	67 51	54-57; 61-64	74 44	73 45	59
60	59, 61	67 53	68 52	55-58; 62-65	75 45	74 47	60
61	60, 62	68 54	69 53	56-59; 63-66	76 46	75 47	61
62	61, 63	69 55	70 54	57-60; 64-67	77 47	76 48	62
63	62, 64	70 56	71 55	58-61; 65-68	78 48	77 49	63
64	63, 65	71 57	72 56	59-62; 66-69	79 49	78 50	64
65	64, 66	72 58	73 57	60-63; 67-70	80 50	79 51	65
66	65, 67	73 59	74 58	61-64; 68-71	81 51	80 52	66
67	66, 68	74 60	75 59	62-65; 69-72	82 52	81 53	67
68	67, 69	75 61	76 60	63-66; 70-73	83 53	82 54	68
69	68, 70	76 62	77 61	64-67; 71-74	54	83 55	69
70	69, 71	77 63	78 62	65-68; 72-75	55	56	70
71	70, 72	78 64	79 63	66-69; 73-76	56	57	71
72	71, 73	79 65	80 64	67-70; 74-77	57	58	72
73	72, 74	80 66	81 65	68-71; 75-78	58	59	73
74	73, 75	81 67	82 66	69-72; 76-79	59	60	74
75	74, 76	82 68	83 67	70-73; 77-80	60	61	75
76	75, 77	83 69	68	71-74; 78-81	61	62	76
77	76, 78	70	69	72-75; 79-82	62	63	77
78	77, 79	71	70	73-76; 80-83	63	64	78
79	78, 80	72	71	74-77; 81-83	64	65	79
80	79, 81	73	72	75-78; 82-83	65	66	80
81	80, 82	74	73	76-79; 83	66	67	81
82	81, 83	75	74	77-80	67	68	82
83	82	76	75	78-81	68	69	83

* It is recognized that some existing operations do not comply with the minimum separations for co-channel or adjacent channel operation that are set forth above. It has not been possible to remove all of these cases without extensive dislocation. The Commission will study each such operation on a case-to-case basis in the hope that eventually they may all be brought up to the minimum separations.

indicated before April 23, however, one FCC spokesman explained, by such groups as chambers of commerce or city councils.

FCC urged participants to "incorporate as much evidence as is practicable" in the initial comments and exhibits in order to shorten the further proceedings. Following the closing of the record, FCC explained, "the Commission upon consideration of all proposals, counter-proposals and evidence in this proceeding will adopt such rules, regulations and standards, as will best serve the public interest." FCC specified no initial decision or oral argument although it could do so if it wished.

The Commission, however, may hold oral argument as requested by the Federal Communications Bar Assn. on the latter's contention the allocation rule-making procedure proposed by FCC is "unlawful".

In addition to the present 12 VHF channels (No. 2 through 13, 54-216 mc), FCC proposes to allocate 65 or 70 UHF channels. These would begin at either 470 mc or 500 mc, depending upon the decision FCC may make upon the Bell System proposal to allocate the band 470-500 mc to multi-channel broad band common carrier mobile radio service in lieu of TV broadcasting.

Thus, the 52 UHF channels (No. 14 through 65) to be specifically assigned to communities would run from either 470 to 782 mc or 500 to 812 mc. This would leave either 13 or 18 "flexibility" channels (No. 66 through 78 or 83) running from 782 or 812 mc to 890 mc.

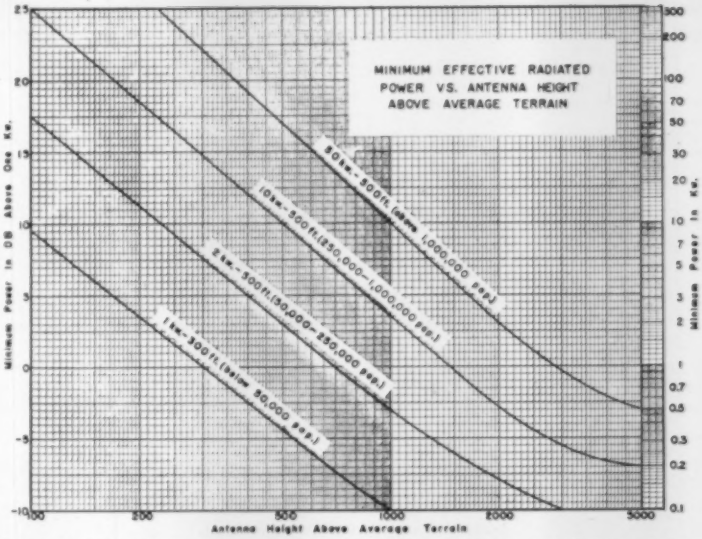
Could Transmit Color

All of the channels would be allocated as 6-mc channels in accord with FCC's monochrome and color standards, it was indicated. FCC spokesmen pointed out any channel could be used to transmit color in accord with the color transmission standards adopted by the Commission last fall, depending, of course, upon outcome of the litigation pending today (Monday) before the U. S. Supreme Court, in which RCA has challenged the color standards (see story page 62).

FCC explained that although some testimony was presented which favored allocation of only a portion of the UHF band at this time pending acquisition of additional data, "greater support was given to the proposal to assign television channels in the entire UHF band for immediate use."

"It was urged," FCC said, "that a need existed for additional commercial television channels; that such an allocation would encourage developments in UHF equipment; and that due to problems not previously considered, i.e., oscillator radiation, intermodulation, image interference, etc., more channels were necessary to provide an adequate number of usable channels."

"Some testimony was presented to the effect that the allocation of the lower portion of the UHF band was preferable," FCC said, "because better coverage and equipment performance could be expected there. On the other hand, there was testimony to the effect that differences would not be appreciable throughout the entire UHF band."


MINIMUM EFFECTIVE RADIATED POWER VS. ANTENNA HEIGHT ABOVE AVERAGE TERRAIN
Minimum Power in DB Above One Kw.
Minimum Power in Kw.
Antenna Height Above Average Terrain
50 kw - 500 ft. (above 1,000,000 pop.)
10 kw - 500 ft. (250,000-1,000,000 pop.)
2 kw - 500 ft. (50,000-250,000 pop.)
1 kw - 300 ft. (below 50,000 pop.)

Comparative relationship of effective radiated power and height of antenna above average terrain is shown in this FCC chart which augments table of power limitations on page 30.

* * *

"In any event," the Commission continued, "the effect of such differences on the optimum utilization of the band are likely to be small. Accordingly, the Commission has concluded that allocation of the entire UHF band for television broadcasting on a regular basis would result in the maximum utilization of television channels in the United States."

On the intermixture issue, FCC said "it is reasonable to assume that economic problems will be faced by UHF broadcasters in areas where VHF broadcasting exists. Similar problems confronted the VHF broadcasters prior to increased receiver distribution in their respective areas."

"It is reasonable to assume," FCC pointed out, "that if the entire UHF band is allocated for regular television broadcasting, television receivers will be built to receive VHF and UHF signals. If intermixture were avoided, it would be necessary to limit many areas to one or two VHF stations even though UHF assignments were available for those areas and additional stations could be supported financially."

"Moreover," FCC continued, "VHF stations are capable of providing a greater coverage than UHF stations. Hence, a more extensive television service is made available where some VHF assignments are made in as many communities as possible than where only VHF assignments are made in some communities and only UHF assignments are made in the other communities."

In setting up its allocation table, FCC endeavored to meet the two-fold objectives set forth in Secs. 1 and 307(b) of the Communications Act, namely, to provide a television service as far as possible to all people of the U. S., and to provide a "fair, efficient and equitable distribution of television broadcast stations to the several states and communities." FCC proposed to reaffirm its five priority principals. These are:

Priority No. 1—To provide at least one television service to all parts of the United States.

Priority No. 2—To provide each community with at least one television broadcast station.

Priority No. 3—To provide a choice of at least two television services to all parts of the United States.

Priority No. 4—To provide each community with at least two television broadcast stations.

Priority No. 5—Any channels which remain unassigned under the foregoing priorities will be assigned to the various communities depending on the size of the population of each community, the geographical location of such community, and the number of television services available to such community from television stations located in other communities.

Amendment Procedure

FCC proposed strict procedures for requesting or making changes in the allocation table. In brief, they are:

1. A channel assigned to a community in the FCC table of TV assignments shall be available, without the necessity of rule making proceedings, to any other community located within 15 miles of the assigned community provided the minimum separations are maintained.

2. Upon adoption of the table, said table shall not be subject to amendment on petition for "a period of one year from the effective date of the Commission's final order amending said Table. Upon expiration of said one year period the Commission will consider petitions filed during said period requesting changes in the Table. Thereafter, where the Commission has conducted a rule making proceeding in which it amended or refused to amend said Table, no petition concerning the amendment granted or denied may be filed within one year after the effective date of the Commission's final order amending or refusing to amend said Table."

3. Except as provided under the five priority principles or paragraph 1 above, no application for a TV station in a community specified in the table will be accepted for filing "if said application requests a channel which is not contained in the Table. Persons desiring to apply for a channel not specified in the Table must first secure an amendment thereof through appropriate rule making proceedings." Petitions proposing changes in the table must show the extent to which such changes "conform" to the five priority principles, based on stations operating in accord with the table and employing the appropriate maximum power.

FCC explained persons desiring to file an application for a community not listed in the table and which is not eligible for assignment pursuant to paragraph 1 above, may file an application for one of the flexibility channels in the UHF or a petition for a rule making proceeding to secure either a VHF or UHF channel pursuant to the policy outlined above.

In applying the provisions outlined in paragraph 2, FCC explained each area specified in the table will be considered separately so that the provision is applicable only if the Commission's action related to an assignment for the area in question.

For example, if FCC denies a petition for rule making asking that Channel X be removed from City One to City Two, no petition for rule making to move a channel from City One to City Two will be eligible for filing for one year, even though the request may be to remove Channel Y or Z from City One. However, petition may be filed before expiration of the year to remove a channel from City Three to City Two.

The procedural policy here proposed by the Commission to amend the allocation table, already opposed by Comr. Jones in his brief partial dissent, is expected to draw considerable fire from the industry.

Concerning grades of service to be rendered, FCC concluded two grades would be sufficient in lieu of the previously proposed three grades. FCC explained "Grade A service is so specified that a quality acceptable to the median observer is expected to be available for at least 90% of the time at the best 70% of receiver locations at the outer limits of this service. In the case of Grade B service the figures are 90% of the time and 50% of the locations." Some specialized cases may be allowed, FCC indicated.

Field strengths and interference ratios proposed:

I. Required median field strengths in db above 1 uv/m:

Grade of Service	Ch. 2-6	Ch. 7-13	Ch. 14-83
A	68 db	71 db	74 db
B	47 db	56 db	64 db

II. Permissible co-channel ratios in db of median desired field strengths to 10% undesired field strengths:

Grade of Service	Ch. 2-13 Non-offset	Ch. 2-13 Offset	Ch. 14-83 Non-offset	Ch. 14-83 Offset
A	51 db	34 db	53 db	36 db
B	45 db	28 db	45 db	28 db

The Commission explained it pro-

(Continued on page 30)

Plans 2,000 TV Outlets

(Continued from page 29)

poses "the use of iso-service contours which express service in terms of the ratio between desired and undesired signal in decibels, or the minimum required signal levels in decibels above one microvolt per meter."

Respecting its proposed methods for describing service areas and interference, FCC said it is recognized the propagation charts "may have to be revised from time to time as more measurements are made" and added "interested persons are encouraged to make as many measurements as possible and submit them to the Commission."

Data Sufficient

FCC said it "is satisfied that on the basis of the data presently available to it the data underlying the propagation charts are sufficient to afford an adequate statistical basis for describing field intensities under average conditions, but it is expected that there may be substantial variations in individual areas."

"It is also realized that propagation to distances of the order of 500 to 1,500 miles via the sporadic E layer and to distances beyond via the F2 layer may occur in certain of the channels," FCC said. "However, since such interference may occur over extremely large distances, it is not possible to protect stations against such interference unless operation on such channels is limited to one or at best a few stations."

"In order to provide stations for the various communities," FCC concluded, "the Commission has determined that the overall public interest is better served by not protecting television broadcast stations against this type of interference."

In reducing station classes from three to one, FCC proposed the following power limitations:

MINIMUM POWER

Population of City (excludes adjacent metropolitan areas)	Minimum ERP* (in db above 1 kw)
1,000,000 & above	17 db/500 ft. ant.
250,000—1,000,000	10 db/500 ft.
50,000— 250,000	3 db/500 ft.
Under 50,000	0 db/300 ft.

MAXIMUM POWER

Channels	Maximum ERP (in db above 1 kw)
2—6	20 db/500 ft. ant.
7—13	23 db/500 ft. ant.
14—83	23 db/500 ft. ant.

FCC explained 17 db above 1 kw at 500 ft. is equivalent to effective radiated power of 50 kw, while 20 db at 500 ft. equals 100 kw power.

"Any station may be authorized on appropriate application to increase its power to the maximum set forth above without the necessity of a hearing so far as interference to other stations is concerned," FCC pointed out.

Antenna heights greater than 500 ft. above average terrain are encouraged "as a means for improving the quality of service." ERP must be limited to that value which will avoid interference within the Grade A service radius of any other station, however.

Respecting station separations (see table page 28), FCC observed that "on the basis of the evidence in the record, it is clear that considerations of terrain and other propagation factors will materially affect many of the theoretical computations." But, FCC noted, "much of the propagation data—although the best available—upon which the Commission relies is necessarily quite meager."

In view of the problem it cannot get data without stations and cannot allocate stations without data, FCC concluded it must go ahead and make assignments upon a reasonable consideration of the data at hand, but with a safety factor provided.

FCC reduced its adjacent channel separation minima since it found adjacent channel interference "is so readily subject to being controlled by adequate design and production methods by manufacturers" of receiving sets.

On the problem of oscillator radiation, FCC indicated it would not be necessary to consider this factor in VHF allocation since the Radio and Television Mfrs. Assn. has recommended a standard IF of 41.25 mc to minimize such interference. As to the large number of VHF receivers now in use with an IF of 21 mc, FCC said "efforts have been made to minimize such interference without reducing the number of VHF assignments" in the allocation table.

FCC indicated, however, it has been necessary to limit the UHF assignments in certain respects because of oscillator radiation, as well as intermodulation, image interference (picture and sound) and IF beat (see table page 28).

Multiple Interference

Regarding the problem of multiple co-channel interference, FCC said "it appears that interference from more than one station may be accounted for satisfactorily by plotting a composite interference-limited contour on the basis of the most severe limitation in each direction due to any single interfering station. This approximation appears to be sufficiently accurate for the purpose of determining station separations and power limitations."

Regarding offset carrier operation, FCC noted "testimony substantially favored offset operation and tests have indicated that such operation resulted in an improvement of approximately 17 db over non-offset carrier operation." Although a question has been raised concerning possible frequency stability of transmitters used in these operations, FCC said "it appears that this problem is not serious and that frequency stability can be provided which will insure adequate and proper offset carrier operations."

As to directional antennas, FCC said "if future data indicate that the performance of directional transmitting antennas can be properly predicted, particularly in areas where reflections occur, their use for interference protection can be given further consideration."

Concerning the educational reservation issue, FCC said in its opinion "the need for noncommercial educational television stations has been amply demonstrated on this record." The report continued:

The Commission further believes that educational institutions of necessity need a longer period of time to get prepared for television than do the commercial interests. The only way this can be done is by reserving certain channels for the exclusive use of non-commercial educational stations.

Obviously, the period of time during which such reservation should exist is very important. The period must be long enough to give educational institutions a reasonable opportunity to do the preparatory work that is necessary to get authorizations for stations. The period must not be so long that frequencies remain unused for excessively long periods of time.

The Commission will survey the general situation from time to time in order to insure that these objectives are not lost sight of.

FCC explained the following method was employed in making the educational reservations:

In all communities having three or more assignments (whether VHF or UHF) one channel has been reserved for a non-commercial educational station. Where a community has fewer than three assignments, no reservation has been made except in those communities which are primarily educational centers, where reservations have been made even where only one or two channels are assigned. As between VHF and UHF, a UHF channel has been reserved where there are fewer than three VHF assignments, except for those communities which are primarily educational centers where a VHF channel has been reserved. Where three or more VHF channels are assigned to a community, a VHF channel has been reserved except in those communities where all VHF assignments have been taken up. In those cases, a UHF channel has been reserved.

It is recognized that in many communities the number of educational institutions exceed the reservation which is made. In such instances the various institutions concerned must enter into cooperative arrangements so as to make sure that the facilities are available to all on an equitable basis.

* * *

REVISED PROPOSED TV CHANNEL ASSIGNMENTS BY STATES

(New 1951 Proposal, Compared With July 1949 Proposal *)

State	Commercial VHF (1951)	Commercial VHF (1949)	Commercial UHF (1951)	Commercial UHF (1949)	Educational VHF	Educational UHF	Total Number of Communities (1951)	Total Number of Communities (1949)	Total Number of Assignments (1951)	Total Number of Assignments (1949)
Alabama	6	9	34	20	2	3	32	24	45	29
Arizona	12	14	15	52	2	0	22	35	29	69
Arkansas	8	4	27	34	2	1	26	31	38	38
California	28	24	44	100	2	6	41	89	80	124
Colorado	7	10	25	50	3	1	23	45	36	60
Connecticut	2	1	11	9	0	1	10	4	14	10
Delaware	1	1	2	3	0	1	2	2	4	4
Dist. Columbia	4	4	1	1	0	1	1	1	6	5
Florida	18	18	29	51	5	4	29	40	56	69
Georgia	13	11	35	38	2	3	37	32	53	49
Idaho	14	14	12	46	1	1	22	38	28	60
Illinois	9	12	42	35	2	3	36	33	56	47
Indiana	5	15	33	32	1	6	28	38	45	47
Iowa	10	5	42	22	2	4	38	19	58	27
Kansas	10	9	35	43	2	2	36	45	49	51
Kentucky	5	3	26	21	0	1	25	21	32	24
Louisiana	11	11	28	25	1	2	27	26	42	36
Maine	8	9	18	25	1	2	20	11	29	34
Maryland	3	3	8	8	0	1	7	6	12	11
Massachusetts	3	4	19	12	1	0	13	8	23	16
Michigan	17	16	42	47	0	6	40	37	65	63
Minnesota	12	7	34	38	2	0	35	35	48	45
Mississippi	7	3	27	34	1	4	28	27	39	37
Missouri	14	15	34	31	3	2	30	33	53	46
Montana	17	20	16	73	5	1	26	52	39	93
Nebraska	12	10	20	37	1	1	19	36	34	47
Nevada	13	8	7	44	1	1	16	27	22	52
New Hampshire	1	1	10	8	1	0	11	6	12	9
New Jersey	1	1	8	9	0	0	8	6	9	10
New Mexico	12	15	20	55	3	0	25	39	35	70
New York	16	16	31	30	0	8	30	26	55	46
North Carolina	11	7	32	36	1	7	36	29	51	43
North Dakota	14	17	13	46	2	4	17	31	33	63
Ohio	13	14	37	33	0	7	35	20	57	47
Oklahoma	9	9	39	32	2	4	38	34	54	41
Oregon	8	11	20	52	3	1	21	37	32	63
Pennsylvania	8	9	40	28	1	3	31	21	52	37
Rhode Island	2	1	1	2	0	1	1	1	4	3
South Carolina	6	6	18	19	1	2	20	16	27	25
South Dakota	10	10	16	42	2	2	17	31	30	52
Tennessee	11	16	36	22	2	2	33	27	51	38
Texas	43	46	115	140	7	11	114	138	176	186
Utah	8	9	8	33	1	2	10	31	19	41
Vermont	1	1	8	8	0	1	8	6	10	9
Virginia	8	8	24	25	0	5	25	19	37	33
Washington	10	13	27	40	3	1	24	36	41	53
West Virginia	6	5	13	16	0	4	16	14	23	21
Wisconsin	8	9	31	33	1	4	27	29	44	42
Wyoming	9	9	17	37	1	0	23	29	27	46
Totals	484	493	1230	1677	73	127	1239	1421	1914	2171
TERRITORY		45		0				11		45
Alaska	15		0		4	0	6		19	
Hawaii	16		0		4	0	4		20	
Puerto Rico	8		0		1	0	5		9	
Virgin Islands	3		0		0	0	2		3	
Grand Totals	526	538	1230	1677	82	127	1256	1432	1965	2216

* Unofficial Estimate.

* Or equivalent, based on same Grade A service radius as with these values of ERP and antenna height above average terrain. No minimum antenna height is specified. However, wherever feasible, high antennas should be used to provide improved service.

Comrs.' Views

(Continued from page 27)

ators or joint operators of a noncommercial educational station, was raised by the Chairman.

He pointed out that there are TV broadcasters who are now beginning to make "substantial contributions" towards educational needs of their community—in some cases "upon the initiative of the television broadcaster."

Conceding that many of these programs are not in "choice" viewing hours, the Chairman said that since commercials stations already provide for periodic interruptions in commercial series for seasonal or other needs of sponsors, it "would seem easy" to make arrangements for educational programs to be substituted in choice viewing hours for wider circulation.

Cites Competition

"I don't want anyone to think that I am satisfied that commercial television stations are now meeting or in the future can meet all the educational needs of the people of this country," Chairman Coy reminded, "however, I do know that they can do much along this line and it is my belief they will do more . . . under the impact of competition from educational television stations."

This competition, he emphasized, will not be a reality merely by reserving channels, but it can be "if there is a clear and immediate response" on the part of institutions indicating they intend to utilize television in the educational process.

Chairman Coy, in stating his concurrence on the proposed reservation expressed his "hope" that ensuing proceedings will give the FCC "further and more certain" information than it now has with respect to utilization of the frequencies proposed to be reserved for educational stations.

HENNOCK'S SEPARATE VIEWS:

Comr. Hennock, in her separate views termed the reservation plan "inadequate and ineffective" in many "vital" respects and "certainly not a sufficient recognition of the need and merit of educational television." Failing to give schools a "sufficient share" of the remaining TV spectrum will affect the course of education for generations to come, she maintained.

Comr. Hennock described the values of TV to the educator and cited its influence on child and adult alike:

For this reason, the Commission has a special responsibility to insure that these children, as well as adult listeners, have full access to the best in education and culture, in addition to the general fare offered by commercial broadcasters. In the hands of the educator, television can be an unparalleled instrument for developing and spreading knowledge and enlightment — the foundations of a strong and free America.

Inadequate provision for educational TV "primarily penalizes, not the educators, but rather the American people," she said.

Holding that provision for educational television and "adequate" recognition of its needs must be made "now or never," Comr. Hennock maintained the reservoir of channels is "virtually being exhausted by this allocation" and for all practical purposes, future provision for educational-television channels "is now being foreclosed."

Pointing out that the Commission is obligated to bear in mind the future needs and demands of the country, she admonished: "We must not permit ourselves to be unduly swayed by the entreaties of those whose interest is the immediate commercial use of the medium."

"The true test of a technological innovation lies in the ultimate uses to which it is put for the public benefit," Comr. Hennock observed.

She declared the Commission recognized the principle of reserving channels for educational TV, but had made "inadequate" provision for it. She further expressed the hope that "inadequacies" within the proposal would be remedied before the action is made final.

Pointing to "defects" in the proposal that should be rectified, Comr. Hennock held the Commission "has struck an imbalance of the various interests here involved and has not provided education with the proportionate share of the channels it deserves." She continued:

The Commission, in reserving approximately 10% of the total assignments in the 48 states, has failed to provide facilties for education in a large number of cities of substantial size. Thus there is no frequency reserved in more than one-fourth of the 168 standard metropolitan areas in the United States, although these cities range from Pittsfield, Mass., with a population of 65,000, to Youngstown, Ohio, with a population of 525,000. The absence of a reservation is particularly serious in those cities where important colleges and universities and successful educational broadcasters are located.

Comr. Hennock said basis of FCC's action in "failing" to reserve one frequency for education in the many cities where two frequencies have been assigned, can only be that such reservation would leave but one commercial station in that city and "thus encourage a potential monopoly." This basis, she maintained, is "inadequate in light of the record and the public policies here involved."

Exclusion of educators from television and the "resultant" loss to the community is too high a price to pay for encouragement of competition between two commercial stations in a two-channel city, she declared.

Comr. Hennock also cited proposed allocations in many of the largest cities which she said "confines the reservation for education to the UHF band and makes no provision for educational broadcasting in the VHF band now in use."

'Heavy Burden'

"To restrict education in these cities solely to an outlet in UHF is to place it at a fundamental disadvantage, cut sharply into its potential effectiveness, and add an unusually heavy burden to those already carried by local educators," she said.

She held that up to now, UHF operations have been completely experimental and that there were no assurances as to when UHF equipment would be available and UHF stations in operation. In cities such as New York, Los Angeles, Philadelphia, Washington, Detroit, Cleveland and others, there are at least three or more VHF outlets in operation with a large proportion of the families there already owning VHF receivers which cannot, without extensive conversion, receive telecasts in UHF, she declared. She questioned "How then can the Commission, consonant with the practical realities of the situation force educators in these localities to carry the additional burden of UHF operations, which they clearly are ill-equipped to do?"

In such circumstances, it is extremely unwise for the Commission to fail to make some provision for education on VHF in these "closed cities." The same is true, for reasons stated above, in those cities with less than three TV assignments for which no reservation at all has been made.

Comr. Hennock, saying the record is "replete" with evidence as to the need of educational TV in these "closed cities" and that there are solutions offered to the problem, observed that the Commission "ignores this question—makes no mention of it, nor any attempt to meet and solve it."

Comr. Hennock also maintained that the reservation of television channels should be stated unconditionally "without any suggestion at all of a possible time limitation."

For the Commission to expressly state the intention of review the educational reservations as a basic condiiton of its action, gives the reservation the flavor of being temporary as well as invites pressure on educators, as well as on the Commission which would make the reservation a short-lived and abortive policy . . .

. . . I hope, however, that the Commission's disposition to give the reservation a temporary character does not indicate a basic attitude of disbelief and distrust towards television. Education must not be given the giblets of the television turkey.

Comr. Hennock stated that the FCC faces the same problem which was presented to it in 1935 with respect to reservation of standard broadcast radio facilities for educational and other nonprofit institutions. Then, she said, the Commission recommended to Congress "that there was no need for Congressional action to reserve radio frequencies."

She maintained that the Federal Radio Education Committee, set up at that time as a means of cooperation between commercial broadcasters and educators had been "largely unable to achieve hoped-for objectives" due to the withdrawal of financial support by commercial broadcasters. Comr. Hennock observed:

It is to this Comission's credit that it makes provision for education on television and does not repeat the grievous error of 1935. Yet, I am forced to conclude that the Commission is again selling education short in its current allocation plan, and I believe that the future will similarly prove it short-sighted in its failure to provide sufficient channels for a nationwide system of educational TV.

STERLING DISSENT IN PART:

Comr. Sterling concurred in the action reserving channels for noncommercial education use in the UHF band, subject to review from time to time as to their demand and utilization. He expressed "doubt" of the wisdom of reserving VHF channels for non-commercial educational stations except in territories and island possessions where such VHF channels are in ample supply.

He pointed to the request of educators for reservation of channels until such time as they can obtain funds, whereas industry is prepared immediately to build VHF stations. A limited amount of transmitting equipment is available and receivers for this band at this time are not in short supply, he said, concluding:

It would seem to me that it is in the public interest to make available service to the public in those areas of the country that have been denied a television service because of the color issue and the freeze.

Comr. Sterling further noted that the Commission's decision makes all channels available on a competitive basis to both industry and

(Continued on page 32)

LEAVING Rochester, N. Y.'s, Eastman Theatre after a successful session of *America's Town Meeting of the Air*, broadcast over ABC and WARC Rochester, are (l to r) George V. Denny Jr., moderator and founder of Town Hall; Sam W. Townsend, president-general manager of WARC; William C. Foster, ECA administrator, and General Carlos Romulo, head of the Philippine UN delegation. The program was attended by more than 3,000 persons.

Comrs.' Views

(Continued from page 31)

educators on a commercial basis. "If an educational institution desires to compete for a VHF channel in a given city it is free to do so and, if successful, could program its station as other educational institutions are doing in aural and television broadcasting," he said.

WEBSTER DISSENT IN PART:

Comr. Webster declared he did not agree, on the basis of the record so far, that reservations for non-commercial educational purposes should be made. He said that reservation is warranted "only if a specific showing is made that there is a reasonable probability that if an educational channel is reserved it will be utilized in the reasonably near future." He pointed out, however, that if sufficient showing is made in hearing (on community - to - community allocations), he would be in favor of reservations in those communities where sufficient showing is made.

JONES DISSENT IN PART:

Comr. Jones, for the reasons set forth in his dissenting opinion in a case involving Yankee Network, decided March 22, 1948 [BROADCASTING • TELECASTING, March 29, 1948], dissented from the portions of the proposal which would require rule-making proceedings in order to make changes in the table, once it is adopted.

CALIF. GROUP

KFI Quits on NARBA Issue

KFI-AM-TV Los Angeles has resigned from California State Radio & Television Broadcasters Assn. because the association failed to nullify a reported unanimous membership approval of the proposed NARBA.

George Whitney, KFI general manager, said he had asked the association to nullify a resolution passed during the annual meeting in San Francisco [BROADCASTING • TELECASTING, Feb. 26]. He said the request was ignored. The association comprises broadcasters with varied interests and it should not act on such a controversial topic, he contended.

In a letter of resignation to William B. Smullin, KIEM Eureka, Calif., new CSRTBA president, Mr. Whitney said he felt the NARBA pact is not beneficial to California broadcasters. He added his belief that the membership would not have voted approval of the pact had they fully understood its effects.

"HOW Advertising Creates Employment" subject of fourth annual creative writing competition sponsored by San Francisco Adv. Club among high school students. Tenth, 11th and 12th grade students have until March 31 to submit entries. Essays are limited to 500 words.

WORTH'S Inc., Waterbury, Conn., department store, has begun sponsorship of 19 programs weekly over WBRY Waterbury. Present for the signing of the contract were, seated, Murray L. Grossman, WBRY account executive; Peter Trier, Worth's vice president, and J. Maxim Ryder, WBRY manager; standing, E. Christy Erk, WBRY newscaster; Walter O. Howard, WBRY program director; Russ Sumpf, newscaster, and Bob Holczer, WBRY emcee.

GIVEAWAY ISSUE

Court Restrains WEAM Action

WEAM Arlington, Va., last Wednesday was barred from rebroadcasting digits given by WWDC Washington in its giveaway "Lucky Social Security Numbers" announcements, unless proper credit is given WWDC.

A temporary restraining order against the suburban Washington station was issued by the U. S. District Court in Alexandria. WWDC in its suit alleged that WEAM was picking up the six-number digits—which earn prizes for WWDC listeners on the basis of social security numbers or drivers permit—and was advising listeners to contact WEAM for further information on how to get the winnings. The suit said that no credit or mention of WWDC was given.

The restraint is effective until April 9 when final hearing will be held.

Howard Stanley, WEAM station manager, following the court order announced that the station would continue to rebroadcast the numbers with mention of WWDC. He said that he hoped "nationwide" publicity in the matter would lead to the end of this type of giveaway program.

Ben Strouse, vice president and general manager of WWDC, declared that the entire communications industry has always been on guard "against those who would infringe property rights and copyright laws." He further stated that though there were specific laws and rules to protect against "encroachment of 'pirates'," it seems that from time to time individuals in the industry "must take the initiative to smoke out" those who would encroach through such means.

SUPPORTS NARBA

Missouri Group Resolves

MISSOURI Assn. of Broadcasters, following a meeting fortnight ago in Jefferson City, unanimously passed a resolution in support of the new NARBA treaty now in the Senate pending ratification [CLOSED CIRCUIT, March 19].

Copies of the resolution were forwarded to Sen. James D. Kem (R-Mo.), Sen. Thomas C. Hennings (D-Mo.), and Sen. Frank Carlson (R-Kan.). Sen. Kem placed the resolution in the March 19 *Congressional Record*.

PAPERS VS. RADIO

Told to Postal Group

THERE is a radio-TV sidelight to the newspaper - magazine appeal that was put before the House Post Office Committee last week. It came about in testimony on the administration's proposal to double second-class postal rates; the category that includes newspapers and magazines.

A newspaper publisher said increased postal rates would tend to give impetus to competition it receives from television but that the new competing drive would be met in the same manner that the papers attempted to counter radio.

But it was a Congressman who pointed out that such things as the telecasts of the Kefauver Crime Committee in New York tend to drive up newspaper sales since the public wants to read about what it sees and hears. It was admitted in testimony that radio-TV and newspapers "complement" each other but also compete for the advertising dollar. Postmaster General Jesse A. Donaldson had told the committee that the U. S. has been picking up a check for $200 million a year on second-class mail —the deficit in reality a subsidy to newspapers and magazines and other publications.

upcoming

March 26: FCC Emergency Meeting for Broadcast Licensees, Open, Interdepartmental Auditorium, 10 a.m. Washington, D. C.

March 26: Oral Argument on Color Television, U. S. Supreme Court, Washington, D. C.

March 26-27: MBS Regional Affiliates Meeting, Minneapolis, Minn.

March 27: Annual Membership Meeting, ASCAP, Waldorf-Astoria, New York.

March 27-28: MBS Regional Affiliates Meeting, Jacksonville, Fla.

March 28: National Television Film Council All-Day Forum, New York.

March 28-31: Assn. of National Advertisers, Spring Meeting, The Homestead, Hot Springs, Va.

March 29: BMI-N. C. Assn. of Broadcasters Programming Clinic, Selwyn Hotel, Charlotte, N. C.

March 30: MBS Regional Affiliates Meeting, Detroit, Mich.

March 30-31: Louisiana Assn. of Broadcasters, Sales and Program Clinic, Evangeline Hotel, Lafayette, La.

March 31-April 1: Advertising Federation of America, Eastern AFA Intercity Women's Club Conference, Shoreham Hotel, Washington, D. C.

April 2-5: Premium Advertising Assn. of America, Chicago Premium Centennial Exposition, Hotel Stevens, Chicago.

April 3: McFarland Bill (S 658) Hearings Begin. Open. Room to be designated, New House Office Bldg. Washington, D. C.

April 5-7: Sixth Annual Georgia Radio Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga.

April 6-8: AWRT Convention, Hotel Astor, New York.

April 11: Brand Names Day 1951, Hotel Commodore, New York.

April 11-13: AIEE Southern District Meeting, Miami Beach, Fla.

April 14: Fifth Annual Spring Technical Conference, Cincinnati Section of IRE, Engineering Society Headquarters, Cincinnati.

April 14-18: Financial Public Relations Assn., Midyear Meeting, Dallas, Tex.

April 15-19: NARTB 29th Annual Convention, Hotel Stevens, Chicago.

April 16-18: USA National Committee of the International Scientific Radio Union and Professional Group on Antennas and Wave Propagation of the IRE, National Bureau of Standards, Washington, D. C.

April 19-21: AAAA 33d Annual Meeting, Greenbrier, White Sulphur Springs, W. Va.

April 19-21: Armed Forces Communications Assn. Convention, Drake Hotel, Chicago.

April 20-21: Southwestern IRE Conference, Southern Methodist U., Dallas.

April 21: New England Radio Engineering Meeting, Copley Plaza Hotel, Boston.

April 24-26: American Newspaper Publishers Assn., Annual Convention, Waldorf-Astoria, New York.

May 2-4: AIEE Northeastern District Meeting, Syracuse, N. Y.

May 3-4: Ohio Assn. of Broadcasters Annual Management Meeting, Neil House, Columbus.

May 17-19: AIEE Great Lakes District Meeting, Madison, Wis.

May 31-June 2: National Sales Executives Convention, Waldorf-Astoria, New York.

June 10-13: Advertising Federation of America, Annual Convention and Exhibit, Hotels Chase and Park Plaza, St. Louis.

June 10-13: AFA Council on Women's Advertising Clubs Convention (will choose Advertising Woman of the Year), St. Louis.

June 12-16: National Assn. of Radio Farm Directors Spring membership meeting, St. Louis and Fayetteville, Ark.

June 17-21: Advertising Assn. of the West, 48th Annual Convention, Cosmopolitan Hotel, Denver.

June 20-22: American Marketing Assn. Conference, Hotel Statler, Detroit.

(continued from front cover)

the call came in—to WOR

It was from Vera Brennan, crack radio timebuyer for the Duane Jones Co.

Said she, "Look, I've got the Hudson Pulp and Paper Corp. account. They'd like to increase sales. What've you got that'll work quick?"

Said we, "Oh, there's some good time on the station."

Miss Brennan said, "Thanks."

We said, "Thanks."

then it broke!

The account executives were Paul Werner and Philip Brooks, at the Duane Jones Co. They saw and had quite a talk with Richard C. Staelin of the Hudson Pulp and Paper Corp.

They said jointedly, "Let's go."

It was November, 1942. It was a time when people were a little addled; things weren't, if you'll recall, "just right".

But the Hudson Pulp and Paper Corp. went on WOR.

the results—

1. Hudson Pulp and Paper Corp.'s paper napkins now outsell all other napkins—combined—in metropolitan New York. (And, incidentally, the company gives WOR 90% of the credit for lifting Hudson from the rank of a "private label" to the #1 name in the paper napkin field.)

2. Hudson Pulp and Paper Corp. expanded its distribution far beyond metropolitan New York due greatly to the help of WOR.

3. Hudson Pulp and Paper Corp. found that WOR produced the largest audience at the lowest cost-per-thousand of any media used.

4. Hudson Pulp and Paper Corp.'s program pulled 46,000 requests for pictures of John Gambling—not free, mind you; each request was accompanied by 15¢ and proof of purchase of a Hudson product. It was the greatest return Hudson had ever had from any magazine, newspaper or other media used in its advertising history

We could tell you lots more, but you get the idea.

Hudson Pulp and Paper Corp. is still on *WOR*.

But here are the major points:

WOR

Sold more products for the Hudson Pulp and Paper Corp. than any media it had ever used.

At less cost.

Reached more retailers.

Enthused Hudson's salesmen (because it increased their—the salesmen's—incomes!).

Did the job fast.

And Hudson is on WOR today.

NOTE: If you want to sell anything *fast, WOR suggests this: Hire a good agency (maybe Duane Jones). Get a good radio station (maybe WOR). And you'll be on the road to making more sales than you ever did for less money.*

our address is **WOR**

that power-full station

at 1440 Broadway, in New York

HARVEY CASE

Chicago Court Hears Argument

A FEDERAL Grand Jury in Chicago last week heard opening arguments in the government's case against ABC Newscaster Paul Harvey, who is alleged to have illegally entered grounds of the Argonne National Lab, atomic energy workshop near Lemont, Ill., Feb. 6.

The Dept. of Justice has authorized U. S. Attorney Otto Kerner Jr. to prosecute the newscaster under Section 793 A of the U. S. Criminal Code, which forbids release publicly of information vital to national defense. The maximum penalty is 10 years' imprisonment and a $10,000 fine, or both. The law concerns those who try to obtain "information respecting national defense with intent or reason to believe that the information is to be used to the injury of the U. S." and makes it a criminal offense to enter any "research laboratory or station" operated by or for the government to get such information.

Scales Fence

Mr. Harvey was nabbed by an Argonne guard early the morning of Feb. 6 after scaling a 10-foot fence surrounding the atomic plant. He, in FBI and other investigations, admitted his purpose was to expose "lax security" conditions to his radio and television audiences. He appears on a quarter-hour Sunday night ABC network show, and is scheduled to replace Baukhage on a network sustainer beginning April 2, five-times weekly, 12-12:15 p.m. CT. He appears locally on WENR-TV five nights weekly and WENR six nights weekly, all of which are sponsored.

Possible co-defendants in the projected government indictment are Charles Rogel, former Argonne guard, and John J. Crowley, former civilian employe of the Office Naval Intelligence and a Naval Reserve officer, both of whom admitted working with Mr. Harvey in his "exposure" efforts. They reportedly accompanied the newscaster in his car the night of the entry. Two other Argonne guards have reportedly been fired also.

On the fourth day of the hearing, Thursday, State Rep. Fred Busbey (R-Chicago) appeared to testify after so requesting from Washington earlier in the week. He discussed a report which said he was one of the originators of the entire scheme. Mr. Harvey is believed to have reported this at the Wednesday Grand Jury session.

Rogel Statement

The ex-guard, Mr. Rogel, is understood to have admitted he told both Mr. Harvey and Rep. Busbey about the alleged security weaknesses at Argonne seven months ago, three months before Mr. Busbey was elected to take office in January. Mr. Harvey, when asked why the legislator did not take any action on the information given him, reportedly answered, "he didn't want to tip off the enemy."

Government witnesses on the opening day (Monday) were Emmett Dolton, the guard who caught and arrested Mr. Harvey within seconds after he allegedly scaled the fence; Robert Hessler, laboratory security officer; Robert E. Aulabaugh, Argonne communications officer, and FBI agents who worked on the case.

Asst. U. S. Attorney Edward J. Ryan is presenting the government's case. Mr. Harvey, whose full name is Paul Harvey Aurandt, is represented by former U. S. Sen. C. Wayland Brooks and Grenville Beardsley.

Mr. Harvey, who has criticized security at the plant on his broadcasts frequently, said on his Sunday show preceding the first meeting of the Grand Jury that there was a "third" person with him in the car that night. This was the first time this information was revealed by him. He said the third man got inside the guarded area, remained long enough to identify himself with a coin-box telephone operator, and left undetected. The newscaster devoted most of his show to his arrest.

The newsman, when first arrested, claimed he had "been working in conjunction and cooperation with the investigating agencies of several government agencies." This was denied by the FBI.

Military Production

(Continued from page 25)

ing the telecast pictures, at the same time sends out a stream of pulses which stabilize the camera and may transmit vocal instructions to the cameraman.

The portable camera, an adaptation of the RCA industrial TV camera, uses the Vidicon tube and includes a miniature kinescope picture tube to serve the cameraman as a view-finder. With 42 tubes and associated circuits providing synchronizing frequencies for a standard 525-line, 30-frame interlaced TV picture, the "portable station" operates for 1½ hours on a single battery.

The cameraman's narration is picked up and transmitted by a combination of small microphone built into the camera case and an electronic circuit which adds the voice signals to the picture signals as they are radiated to the control station.

A radio receiver set attachment which automatically distinguishes between music and speech, turning off the set a syllable or so after a spoken announcement or singing commercial begins, and turning it on again when the music resumes, was demonstrated by its inventor, Dr. R. Clark Jones, theoretical physicist of the Polaroid Corp., Cambridge, Mass.

IT WAS a champagne bath for these three at the launching ceremonies of a new tugboat named for the late Ellis A. Gimbel, uncle of Benedict Gimbel Jr., president and general manager of WIP Philadelphia. L to r: Benedict Gimbel; Sam Serota, WIP director of special events, and Philadelphia Mayor Bernard Samuel.

Based on the frequency and abruptness of the pauses which distinguish speech from music, the device "listens" for the pauses, measures their length, "remembers" pauses of the preceding few seconds, and decides accordingly. Singing commercials are characterized, among other things, by clearer enunciation than non-commercial singing, and thus they activate the device more readily.

Dr. Jones does not consider his invention a threat to radio advertising. The estimated $15 or $20 cost of the attachment if placed on the market would be paid only by people strongly disliking commercials and such listeners "could scarcely be considered a profitable part of the radio audience," he said.

Polaroid Corp., which has stated it will not manufacture the attachment because its facilities are fully occupied, has turned all rights over to Dr. Jones, who is looking for a manufacturer.

A new theory of communications, "The Information Theory," one of whose by-products may be to enable existing television transmission facilities to carry a 10 times greater load, was briefly described by N. Marchand, engineer for Sylvania Electric Products Inc., Long Island, N. Y.

Although the extent of the theory and any devices which may have resulted from it could not be disclosed for security reasons, Mr. Marchand said research was directed toward the fact that much of what is currently transmitted is "unessential." Thus stationary objects in a television picture need be transmitted only once until they are moved, or some change takes place. Only an estimated 10% of the ordinary band width is required to transmit essentials, he said. In radio broadcasting, likewise, noise as well as information is transmitted.

Studies have proceeded, he concontinued, with an eye upon the human brain, considering it as an electronic machine. Everything coming into the brain is an impulse, possibly chemical, which is correlated with what has been previously stored in memory. Then by cross-correlation, the brain sifts the essential from the unessential.

In the electronic spectrum, individual magnetic waves are recognizable in the same manner as brain impulses. What was sought, therefore, was a machine to receive "everything," separate out the unessential, and store the essential. What once has been stored need not be transmitted again, only the changes to it. Three color signals already can be telecast simultaneously and then separated at the receiver, he said.

"We really are on the brink of a whole new broadcast design," Mr. Marchand said.

Chief Engineer R. A. Isberg of KRON-TV San Francisco, described for a late session the economy and efficiency obtainable by TV stations from systematic design.

"With conventional equipment layouts, a transmitter man, a video man, audio man, film man and possibly a camera man would be required to do the work which two qualified technicians easily accomplish at KRON-TV," he said. This was done, he continued, through initial planning of station layout, equipment and program structure. All "adjustments" were brought within arm's reach of two men at KRON-TV by grouping studio and control facilities at the transmitter and in a "U"-shaped console, he said.

On display at Grand Central Palace were 276 exhibits of military and civilian equipment valued at more than $7 million, and representing firms responsible for more than 90% of technical radio products.

No Threat

The exhibits were somewhat less extensive than those last year, however, because of defense-production activity on the part of manufacturers and their uncertainty as to the extent conversion to defense production will have to go.

Winner for 1951 of the Medal of Honor, IRE's highest award, was Dr. Vladimir K. Zworykin, vice president and technical consultant of RCA Labs, and famous for his inventions which include the iconoscope.

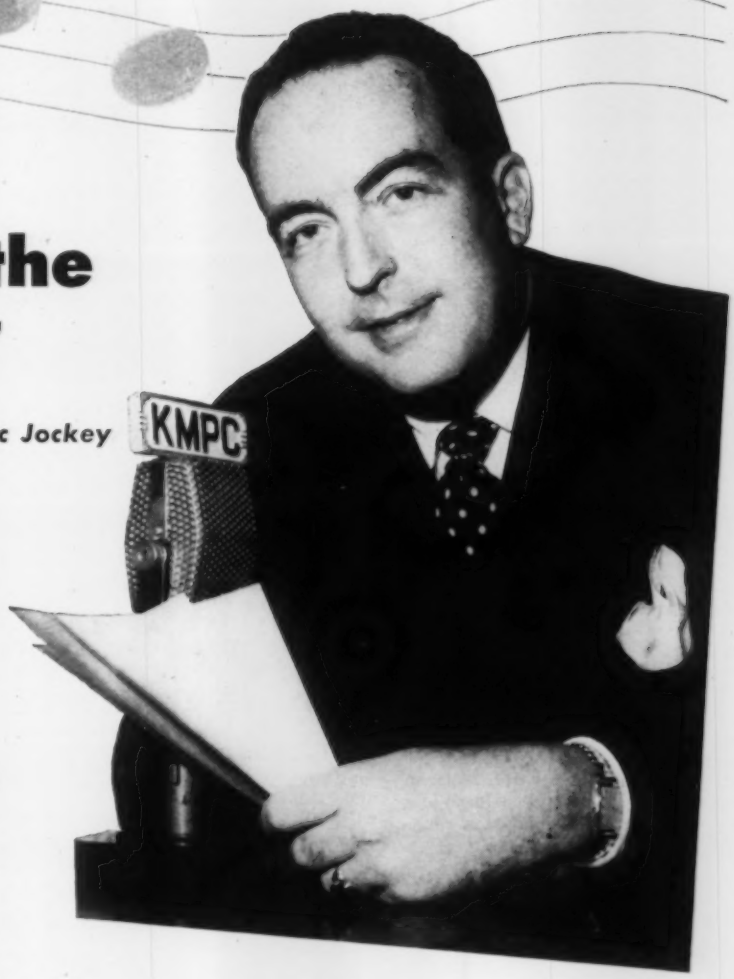
Cited for his contributions to electronic communications, Dr. Zworykin, speaking at the annual banquet Wednesday evening, called upon his fellow scientists to make electronics serve mankind through medicine.

"The range of problems in medicine to which electronic methods could be applied is remarkably broad, embracing both diagnosis and therapy," he said. "Increased emphasis on this objective would enhance the service of our profession to mankind and broaden the

(Continued on page 66)

"Let's get back in the radio business..."

SAYS ROSS MULHOLLAND—*Hollywood Top Disc Jockey*



"Let's get back in the Radio Business. Audiences can buy any phonograph record easily and they are as perishable as lettuce. I try to give them something they can't hear by twisting the dial to every other radio station. Nor can they play it at home and tune me off. For a balanced program directed to all audiences I use the Standard Library daily. The commercial requirements of participating programs frequently necessitate short but complete arrangements and Standard's got them."

MARK L. HAAS—*Vice-President in charge of broadcasting for KMPC*—SAYS:

"We feel that the Standard Program Library, in addition to its use by Ross Mulholland, furnishes KMPC with a firm foundation for excellent musical programming and use it extensively throughout the day. More and more of our program people are specifically requesting that Standard discs be used in their productions."

CHARLES COWLING—*National Sales Manager of KMPC, Hollywood*—SAYS:

"Mulholland's approach and programming are new and different in this market and are adding new listeners every day. Sales results prove his point and I am happy to endorse his use of Standard."

Had enough? There's the proof ... by men who know! Standard Program Library can do the same for you. A call to your nearest Standard office will bring you all the facts... and the key to more sales for your station.

SELL WITH *Standard Radio* **TRANSCRIPTION SERVICES, INC.**

140 N. La Brea, Hollywood • 360 N. Michigan, Chicago
665 Fifth Ave., New York

'VOICE' STRONGER

Barrett Assures Congress

AMERICA's radio "Voice" is ringing throughout the world in stronger, sharper tones today because of substantial technical improvements and a "closer integration" with U. S. foreign policy, top-ranking Congressional members were assured last week.

As a result of America's greatly expanded "campaign of truth," "Kremlin-controlled Communism is being exposed as vicious, phony and reactionary."

This was the picture painted to a Joint Congressional Public Affairs subcommittee last Monday by key State Dept. officials, headed by Edward W. Barrett, Assistant Secretary of State for Public Affairs. The occasion was a hearing designed to apprise Congressional members of Voice progress in recent months. Co-presiding were Sen. Brien McMahon (D-Conn.) and Rep. A. S. J. Carnahan (D-Mo.), members of the Senate Foreign Relations and House Foreign Affairs committees.

Secretary Barrett traced events which had transpired since last spring: (1) recognition by military leaders of the need for a "more militant" information program; (2) President Truman's request for a stepped-up truth drive; (3) designation of 28 key countries as targets for increased radio and other activity, and (4) need for closer consultation with American embassies on the psychology and media to be utilized in each country.

Campaign Stress

When the campaign got underway, Mr. Barrett told the subcommittee, the Voice set out to emphasize the breach between Soviet promises and actual developments, build up "spunk and resistance" of Soviet-controlled countries and those within the USSR periphery, inculcate the desire for undermining USSR domination and build up psychological obstacles.

Progress has been reflected in a closer working arrangement among officials and representatives of the State Dept. language desks, the Psychological Strategy Board, U. S. embassies and panels in related fields of radio, science, motion pictures and printed media.

Secretary Barrett lauded President Truman's wisdom in appointing these panels and also noted that various specialists have been recruited as special consultants. Specifically, he singled out Thurman L. Barnard, executive vice president of Compton Advertising Inc. [BROADCASTING • TELECASTING, March 19, 12], and Joseph B. Phillips, former New York *Herald-Tribune* foreign editor, new policy coordinator.

Personnel Issue

Speaking of problems, Secretary Barrett referred to one of personnel recruitment, particularly in the foreign language and radio technician fields where there are shortages. The program, however, has recruited 1,200 new specialists and hopes to obtain another 1,600 for these activities, he said.

The State Dept. official observed that, while Russia had "almost jammed us out" 18 months ago, there has been "substantial improvement." Today slightly over 20% of all transmission is getting through to Moscow, and from 60% to 80% to neighboring areas. The improvement resulted from a greatly strengthened Munich transmitter (now six times more powerful) and mass program transmission with BBC and other countries.

Secretary Barrett declared that Soviet Russia previously had allocated funds 10 times in excess of those for the Voice, now reduced to five-fold, but pointed out that their propaganda frequently is too "flambouyant and extreme" and has begun to backfire.

Sens. William Benton (D-Conn.), Theodore Green (D-R. I.) and Sen. McMahon wanted to know whether our truth campaign has stressed the positive rather than negative side of political themes explained by the Voice, and were assured by Secretary Barrett that they did. Sen. Benton, strong Voice advocate who sat in as an observer, felt this question poses the greatest dilemma. And Sen. McMahon inquired whether the fact of Soviet jamming was being pressed home to its peoples.

Mr. Phillips replied the Voice plans to impress the "reckless course" of Soviet actions and U. S. good will on Russian people, and that the jamming factor was part of that plan. He said there is evidence the broadcasts are getting through "better and stronger," and that reports in recent months from embassy officials and Soviet listeners indicate the Voice is "attracting more attention."

Secretary Barrett said the Voice is reported as "the greatest single weapon in Czechoslovakia today" and that the State Dept. plans to increase Polish programming when it obtains sufficient personnel.

Sen. Benton interposed that he conferred with Voice officials in New York and pointed out that budget limitations necessarily mean priorities in the order of news, commentaries, etc. With more expenditures, the Voice could air short plays on democracy, he noted.

Secretary Barrett also revealed that a group of 22 scientists have been working with the State Dept. recently on "new and improved methods of increasing" Voice effectiveness, including counter-jamming techniques. Additionally, officials also are preparing new transmitter plans. Latter was slated for discussion in executive session of the committee with State Dept. representatives.

Other Congressional members attending were Reps. Chet Holifield (D-Calif.) and Robert B. Chiperfield (R-Ill.). Sitting in with Secretary Barrett were Charles Hulten, general manager of the U. S. information and educational exchange program, and Howland Sargeant, deputy assistant secretary for Public Affairs.

The State Dept. contingent also aired recordings of actual Soviet jamming and ran a documentary film of Gen. Dwight Eisenhower, designed to bring American democracy home to foreign countries. Officials also submitted documents showing editorial and listener comment on the Voice, and a resume of radio operations.

Earlier, there was a proposal in the House advocating an international broadcasting agency comprising allied nations and bearing the title, the Voice of Freedom. Rep. Edith Nourse Rogers (R-Mass.) urged formation of the agency to replace the Voice of America and the radio services of other countries on an integrated scale. The Voice in America and elsewhere, she declared, has not been effective and is "too closely associated with the foreign departments of their respective governments."

EXCHANGING ideas at a two-day district meeting of NBC Western affiliates at the Beverly Hills Hotel in California [BROADCASTING •TELECASTING, **March 12**] **are (l to r) H Quenton Cox, manager, KGW Portland, Ore.; Charles R. Denny, NBC executive vice president, and O. W. Fisher, president, KOMO Seattle.**

CHAVEZ PLAN

Combine 'Voice' With ECA

SEN. DENNIS CHAVEZ (D-N.M.) last Tuesday added his own proposal to a list of alternatives relating to the present operating status of the Voice of America. He urged that the radio arm and other information activities be combined with ECA and Point IV plans under a single agency.

The proposal was contained in a bill (S 1164), referred to the Senate Foreign Relations Committee, which would extend provisions of the 1948 ECA Act, making them "applicable to any nation friendly to the interests of the United States," specifically Latin America.

". . . To defeat the assault that Communist propagandists are constantly conducting there (Latin America), I feel that it is necessary that the Voice of America and other information activities be administered by ECA," Sen. Chavez stated in a floor speech.

The New Mexico Democrat's recommendation was another alternative to present Voice operation made since the first of year, recalling earlier suggestions posed by Sen. William Benton (D-Conn.). The Senate Foreign Relations Committee has scheduled no action on the Benton measure (S Res 76), which asks exploration of these possibilities: Creation of an independent agency, formation of a "wholly-owned government corporation," or establishment of a Psychological Strategy Board to assist the Voice within the present State Dept. structure [BROADCASTING • TELECASTING, Feb. 26].

THE GREATEST IMPACT MEDIUM IN CINCINNATI

➤ *See Centerspread This Issue* ➤

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

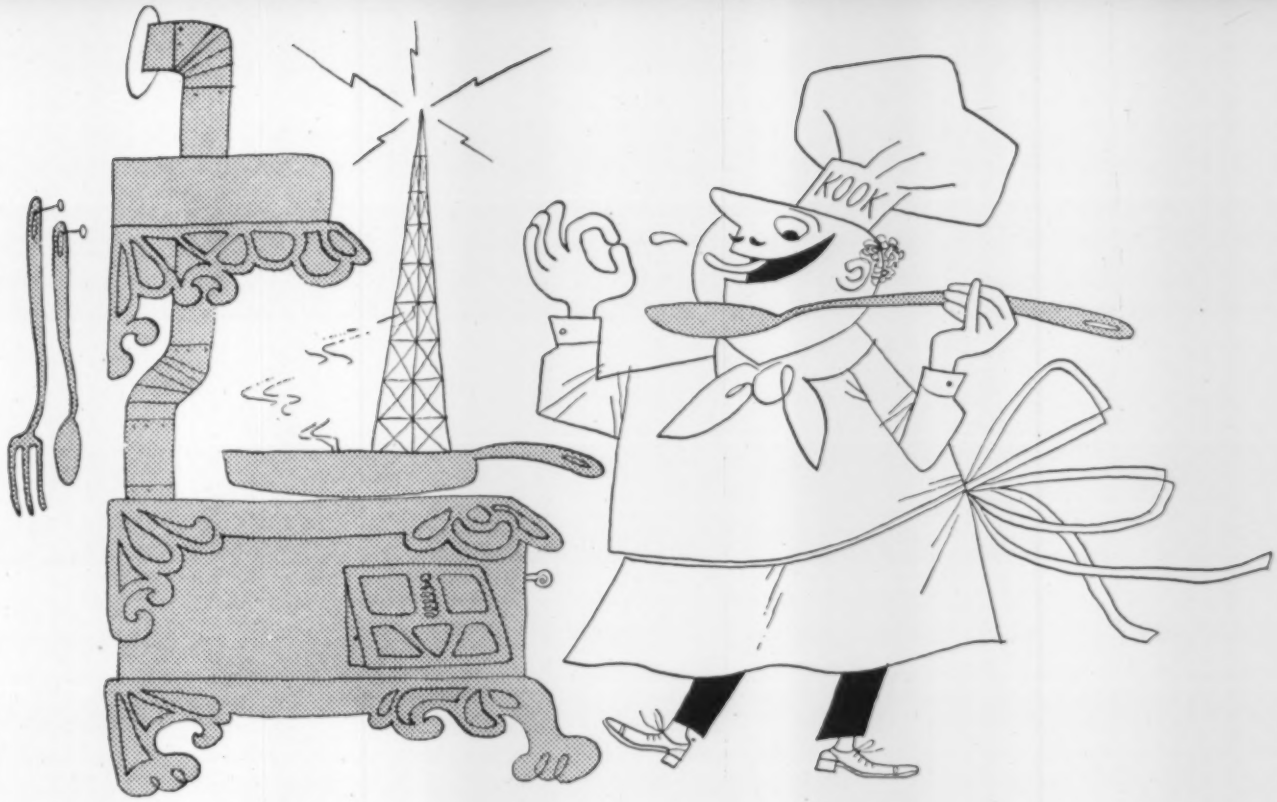
50,000 WATTS OF SELLING POWER

Now!

☆WILK is 5000 Watts

☆ Wilkes-Barre, Penna.

See Page 58-D



Look what's KOOKin' in BILLINGS

MONTANA

KOOK

serving the Midland Empire

5000 WATTS
970 KC.
CBS Network

ready to serve APRIL 1

REPRESENTED BY

George P. Hollingbery Company

ROCKY MOUNTAIN BROADCASTING SYSTEM

The Block Buster

How WIRY Sells To Local Groups

By JOEL SCHEIER

PRESIDENT & GENERAL MANAGER
WIRY PLATTSBURG, N. Y.

WE LIKE local business. As a matter of fact we like all kinds of business but the local boys are the mainstay—the meat and potatoes, the backbone, the steady customers, the payroll. And when we sign a group of advertisers who several months ago did not even seem to be prospects we feel we have cause for celebration.

Take what happened recently (other stations may want to take it too, and if they do I hope it works as well and as profitably for them).

For several months we've been seeking the right idea to offer the Clinton Street Merchants who are not associated in any way other than through location. These merchants are all small advertisers, a shoe store, appliances shop, florist, radio repair, ladies' ready to wear, food market, dry cleaner, photographer, jeweler, drug store, hobby hangar, etc. The area is not a focal point. Therefore, any advertising suggested must serve the double purpose of helping to inject more life into the area itself and also to bring each merchant additional business.

At this fortunate time, two contiguous MBS co-ops opened up for sale—Robert Hurleigh with the news from 9 to 9:15 a.m. and *Tell Your Neighbor* with household hints, poems, anecdotes, and the Golden Rule Award from 9:15 to 9:30 a.m.—both Monday through Friday.

The Clinton Street Merchants were invited to our studio for an audition of these two programs which had been taped that morning. Dubbed on the tape was the general announcement inviting the radio audience to listen to Robert Hurleigh and *Tell Your Neighbor* with the compliments of the Clinton Street Merchants. This announcement began at 8:59 a.m.—we then switched to Robert Hurleigh and on the three cut-ins we backed up two to four of the merchants' messages allotting not more than 25 to 30 words to each.

Tied Together With Cut Ins

Then at 9:14:30 we cut in and told the audience that they had heard Hurleigh with the compliments of the Clinton Street Merchants and invited them to stay tuned to *Tell Your Neighbor* under the same auspices. We cut in on the three announcements on *Tell Your Neighbor* in the same way winding up at 9:29:30 with a "listen again" sign off with the compliments of the Clinton Street Merchants.

The sponsors' messages are rotated each day so that they never come in at the opening, middle or end of the show two days in a row. We have written five varieties of general announcements for the 8:59, 9:14:30 and 9:29:30 breaks so that the copy is fresh in its entirety every day. The sponsors all pay an equal share of the total cost and we can handle up to 20 sponsors, all of whom sign up for a 13-week period.

By assisting these people to get more business both for their neighborhood and themselves, by allowing them to participate in two network programs, we hope to retain some six, eight or more of them after the expiration of this sponsorship as larger sponsors on the station. A worthy aim on our part.

To further the chance we are taking for the effort expended, we have had printed a show card in two colors to be placed in the show windows of each store and in the store proper. These cards advise window shoppers and store shoppers of the fact that these merchants are co-sponsors of Robert Hurleigh and *Tell Your Neighbor*, Monday through Friday, and invite them to listen to the station—a good promotion for sponsor and station alike.

This extra effort on our part has already paid off as you can see—five half-hours a week to a group of merchants no one of whom at this moment could have bought radio advertising by himself.

Right now, we have another group in mind—smaller in number—to whom I expect to offer *Poole's Paradise* (another MBS co-op from 3 to 4 p.m., Monday through Friday) if I can get eight of them to purchase a one-minute announcement per day.

Plans Expansion If Successful

If successful, the station will include in this hour of network entertainment the 3, 3:30 and 4 o'clock station breaks to make the package complete, just as we did for the Clinton Street Merchants. We are naturally charging one-time rate for spot announcements in order to cover the talent fee and station spots.

Group plans such as this help us pick up local business we could get in no other way. And, as I said before, we like local business. Other stations which may not have tried this idea yet may be able to profit from our experience.

AS the author most ably expresses it, local business is "the meat and potatoes" for the average community station. Joel Scheier's recipe is to attract the advertisers by offering group radio buys on the "more for your money" theme. His tenet is expanded and developed in this article on how WIRY Plattsburg, N. Y., of which he is president and general manager, makes the concept pay off.

Mr. Scheier

WHILE trolling in Florida waters, Joseph M. Bryan caught this darlin' of a white marlin. Mr. Bryan, president of the Jefferson Standard Broadcasting Co., owner and operator of WBT-WBTV Charlotte, N. C., is justly proud if this deep-sea denizen which weighed 56 pounds and measured 7' 2", tip-to-tip. Even more proud is he, however, of the 367½-pound blue marlin he boated a few days later. Both marlins have been entered in the 16th annual Metropolitan Miami Fishing tournament.

EXPLAINS ATOMIC ENERGY

WLS Inaugurates Educational Program

ATOMIC ENERGY, complex for even a mature mind, is being delineated simply and dramatically for minds of Midwest youngsters in a series of nuclear fission stories broadcast by WLS Chicago. The program, *New World of Atomic Energy*, was conceived last May by Mrs. Josephine Wetzler, WLS education director.

Because no books on the subject have been written for elementary school children, teachers and educational supervisors in the station's four-state primary area urged Mrs. Wetzler to incorporate a series on atomic energy in the regular *School Time* period. Classroom broadcasts are aired Monday through Friday, 1:15-1:30 p.m. during the school year, and have been an integral part of the service programming since 1937.

Parents and educators on the School Time Advisory Council requested a program keyed to the learning level of middle and upper elementary grades. WLS General Manager Glenn Snyder and Program Director Harold Safford gave the go-ahead for an 11-week series. Mrs. Wetzler called in Science Writer Marcella Albert and they conferred in detail with Lester C. Furney, assistant to the director of Argonne National Lab. at Lemont, Ill., and Dr. Harvey B. Lemon, special consultant to the laboratory who was a member of the group conducting initial atomic explosions in New Mexico. The format was acceptable to the Atomic Energy Commission, and was worked out with the aid of Charter Heslep, chief of the radio-TV section.

New World of Atomic Energy—broadcast on Friday—explains how mankind stands on a threshold of a new world, as did his ancestors when the discovery of fire was followed by its control. That sense of discovery, blended with mystery and adventure, is as inherent in the dramatic sketches as the factual scientific material. Scripts deal with the steps leading to the finding of atomic energy, its present uses and its potential. Each is checked by the AEC and Argonne.

Interest Adults

The broadcasts, in addition to reaching more than a million children in parochial and public school classrooms, command a vast audience of adults who find the simply and expressively written scripts understandable and enjoyable. The series may be transcribed for member stations of the National Assn. of Educational Broadcasters, and waivers are being sought from the American Federation of Radio Artists and the American Federation of Musicians. Scripts will be available from the U. S. Office of Education.

CANCER CRUSADE

Programs Set April 1-20

AMERICAN CANCER Society Inc. has announced as part of its plans for the 1951 crusade, April 1-20, kick-off shows on the four radio networks, special kits for local radio and TV stations, a specially transcribed all-star revue and various "interest" programs to be broadcast throughout the drive.

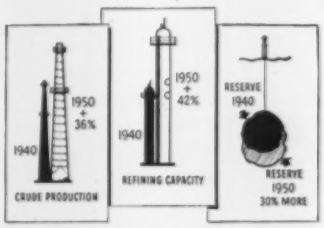
The radio kits include transcribed appeals by famous personalities, and a script book compiled by the society for every type of program. The TV materials include three 20-second films with Faye Emerson, Rex Harrison and Lillie Palmer, and a one-minute interview by Bill Rogers.

What's bad about profits now?

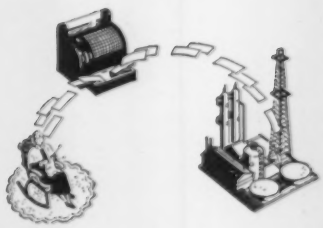
1. During the past 20 years, a great many uncomplimentary things have been said about profits. In fact, profits have been so thoroughly lambasted by left-wing propaganda that a great many honest Americans were beginning to wonder if maybe there wasn't something evil about them after all.

2. Today the answer is plain. The oil industry, as one example, has had some profitable years since 1945. Now, in 1951, America is faced once again with the prospect of all-out war. In war, as in peace, petroleum is the lifeblood of a nation. (During World War II, 60% of the tonnage required to supply our armed forces consisted of petroleum products.)

3. Today the U. S. oil industry has from 1/3 to 1/2 *more capacity* than it had in 1940. Profits, and profits alone, have made this possible. First, *88% of that increased capacity has been paid for out of profits.* Second, what new capital has come in to make up the other 12% was attracted by the earning record of the industry.



4. As a result, the industry today is producing 36% more crude each day than it was in 1940. (Union Oil produces 71% more.) The industry has 42% more refining capacity. (Union Oil has 54% more.) And finally, in spite of all the oil we used up during World War II, the industry has 30% more underground crude oil reserves today. (Union Oil's reserves are 49% greater.)



5. So, next time anyone starts ranting to you about profits remind him of this: Only 40% of the average oil company's net profits go out to the stockholders in dividends. The bigger share goes into replacing and expanding facilities. Without this expansion in the oil industry—and other industries as well—America's productive capacity could never have grown big enough for the tasks that lie ahead.

UNION OIL COMPANY

OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, Calif.

Manufacturers of Royal Triton, the amazing purple oil.

A GALAXY OF STARS ON M
TO ASSURE YOUR FU

You won't need a fortune teller to convince you that your future is assured with Mayfair's new profit package..."Movietown Radio Theater."

Want ***"Star names*** for listener appeal? "Movietown Radio Theater" fairly sparkles with top-drawer performers to zoom up your Hooperatings.

Want ***Variety*** from week to week? Here's a package to add zest and life to your programming. Love, Romance, Comedy, Drama, Adventure, Mystery ...a well-rounded listener diet of fast moving 30-minute shows.

Want ***Network-calibre*** at ***low-budget*** *costs?* You get exactly that in this expertly-produced, written and executed series of transcribed shows.

But even more important! Here's a package that makes selling as

You get all of these 4-STAR FEATURES on Movietown Radio Theater

TOP STORIES by foremost film and radio writers: Each show reflects the creative talents of these high-regarded, successful writers: Budd Lesser, Gerry Day, William Fifield, Seeleg Lester and Merwin Gerard, Joseph Cochran, Robert C. Vinson and David Karp—all top-flight in their field!

TERRIFIC SUPPORTING CASTS: Not only are the leading roles portrayed by top-rung movie and radio stars, but supporting roles are also capably handled by many award winners. Names include: Jeff Chandler, William Waterman, Gloria Blondell, Barbara Fuller, Francis X. Bushman, Hans Conreid, Barbara Eiler, Ted Von Eltz, Olan Soule, Herb Butterfield, Betty Lou Gerson, Carleton Kadell and Arthur Q. Bryan.

FULL ORCHESTRAL ACCOMPANIMENT: Brilliant orchestrations of Del Castillo, who composed the incidental and background music and conducted the orchestra for Movietown Radio Theater, add a high quality to the musical accompaniment of each show.

EXCELLENT PROGRAMMING for sustained, high-listener interest: Aware that even a steady diet of steak may become boresome, the producers of Movietown Radio Theater painstakingly arranged a diversified programming schedule, cleverly mixing comedy, drama, adventure, romance, with an occasional dash of mystery to keep listener-interest high, week after week!

Pat O'Brien
Fay Bainter
A word about
LES MITCHELL
producer of
Movietown Radio Theatre
With a successful background of nearly a quarter of a century in the theater, motion pictures and radio, Les Mitchell brings to Movietown Radio Theater a wealth of production and direction experience. It was Mr. Mitchell who arranged for the stars, selected the plays and rounded the material into each high-interest show. Mr. Mitchell, for four years, produced and directed the "Skippy Hollywood Theater," one of the most popular and consistently excellent dramatic shows on the air!
MOVIETOWN RADIO THEATRE
FUTURE PROFITS!
pleasant as your lunch hour . . . makes it as easy to get your problem account's signature on the dotted line as downing your breakfast coffee. And it's good for your pocket-book, because any way you look at it, Mayfair's "Movietown Radio Theatre" can play a pretty tune on your cash register and add some curved figures in the right place on your P & L Sheet.
Unfortunately—we can only sell to one outlet in each market area. So we'd suggest, for our mutual advantage, that you tell your gal "Friday" right now to phone, write or send us a wire—and we'll arrange for you to have a free sample audition—*but fast!*
Mayfair also has a "gold mine" of a package for you in Alan Ladd and "Box 13;" Damon Runyon Theater; "The Unexpected" and Knox Manning in "Behind the Scenes." Free sample audition disc available on request.
Eddie Bracken
Sabu
Ann Rutherford
Preston Foster
Mayfair
TRANSCRIPTION CO.
8511 Sunset Boulevard,
Los Angeles 46, Calif

HILL REPORTS

Kefauver Discs Lauded

RADIO reports to citizens of Tennessee from the Nation's Capital via recordings by Sen. Estes Kefauver (D-Tenn.) have evoked enthusiastic response from a group of broadcasters in the state, who point up the public service rendered.

Sen. Kefauver was one of a group of Senators mentioned last month as illustrative of legislators who record discs for use of radio outlets in their home states [BROADCASTING • TELECASTING, Feb. 26].

The article in the ensuing weeks has stirred considerable discussion, particularly in the home state of Sen. Kefauver. Upon solicitation of Charles G. Neese, the Senator's administrative assistant, additional comment has been made available to BROADCASTING • TELECASTING.

F. C. Sowell, WLAC Nashville, former president of the Tennessee Assn. of Broadcasters, has stated that "WLAC considers it is a most important feature of our public service programming" [OPEN MIKE, March 12].

Here are further comments by broadcasters relayed by Mr. Neese:

Frank J. Proctor, WTJS Jackson, said his station was "very happy with it [recording]." Pointing out that if WTJS did not feel the program was a service to its listeners, "we would not devote the time and expense of bringing it to them."

Harold Krelstein, WMPS Memphis, noted "Sen. Kefauver's weekly report . . . is more than sufficiently interesting to justify your charge to us for production. . . ." And F. J. Corbett, WGAP Maryville: ". . . we do not consider [your program] a political broadcast in any way. Rather we find it entirely in the public interest. . . ."

A high degree of listener interest, as measured by mail and comment, moved Louis C. Wrather, WENK Union City, to reflect, "we would recommend that its critics listen to it regularly . . . it is not 'politics' . . . but uncommon public service for the 'folks back home.' Mr. Wrather cited an occasion when a recording did not arrive in time for the broadcast. ". . . We were swamped with phone calls from listeners," he said.

F. L. Crowder, WHBT Harriman, observed the programs have been favorably received by the listening audience, ". . . the public seems to appreciate your letting them know just what is happening in Washington in these crucial days."

WINNERS of the Alfred I. duPont 1950 awards for outstanding public service receive certificates of honor and checks for $1,000 [BROADCASTING • TELECASTING, March 12]. **L to r: Dr. Francis P. Gaines, president of Washington and Lee U., who made the presentations; Mrs. Alfred I. duPont; Walter H. Annenberg, president, Triangle Publications, which owns and operates WFIL-TV Philadelphia; John Cameron Swayze, NBC-TV news commentator, and Victor Knauth, president, WAVZ New Haven, Conn.**

KLIX, TWIN FALLS, IDAHO • F. C. McINTYRE, VICE PRES. & GEN. MGR.
REPRESENTED BY GEORGE P HOLLINGBERY • ABC AFFILIATE

PHIL BAKER

WITH To Open Daily Series

WITH Baltimore, beginning April 2, will present Phil Baker in the *Phil Baker Show* from 2-4 p.m., Monday through Saturday.

The station operates on 1230 kc with 250 w. Thomas G. Tinsley Jr. is president and general manager; Robert C. Embry is vice president and commercial manager.

Nelson Gidding, New York radio and television writer, has been hired to work with Mr. Baker on both the introduction and the commercials.

In addition to the WITH show, Mr. Baker replaces Jack Parr as emcee of NBC's *The $64 Question*. He was the original star of this show, then under the name of *Take It Or Leave It*.

The show reportedly will cost WITH slightly in excess of $50,000 a year. It is understood that WITH plans eventually to syndicate the program as a packaged series.

Mr. Baker is to service accounts personally in Baltimore but will tape the program in New York.

On each program, he will do the opening and closing and also make all introductions to the musical selections. In addition, he will do all the commercials. Headley-Reed is station representative.

S-H APPEAL

Court Hears Argument

SCRIPPS-HOWARD Radio Inc.'s appeal from FCC's preference of Cleveland Broadcasting Inc. as grantee of a new AM station at Cleveland (WERE) was heard in oral argument last Wednesday before the U. S. Court of Appeals for the District of Columbia [BROADCASTING • TELECASTING, Feb. 26].

The Commission decision, made final in January 1949 after lengthy hearings, granted the application of Cleveland Broadcasting for 5 kw fulltime on 1300 kc, directional night, while denying the competitive bid of Scripps-Howard. Cleveland Broadcasting also is operator of WERE-FM there while Scripps-Howard operates WEWS (TV) Cleveland. The latter is under common ownership with the *Cleveland Press*.

Scripps-Howard charged FCC failed to give full consideration to all factors of comparison between the two applicants and claimed it should have received the grant on the basis of being the better qualified applicant in the majority of these factors. Scripps-Howard argued FCC neglected consideration of all but those factors favorable to Cleveland Broadcasting, namely resident stockholders, ownership-operation integration and diversification of the control of media of mass communication.

FCC and Cleveland Broadcasting, however, told the court full consideration had been given to all relative factors and that no "sharp differences" actually existed between the applicants except on those factors cited by the Commission as grounds for its choice. FCC emphasized the court previously has affirmed the Commission's policy in these issues, including that of preference for the non-newspaper applicant in a comparative case, other things being equal.

WFOX To Move

CHARLES J. LANPHIER, president, WFOX Milwaukee, announced last week that on May 1 the station will move into new quarters in the Bankers Bldg. "The new space is adequate for anticipated television facilities," said Mr. Lanphier, adding that the WFOX-AM tower atop the Bankers Bldg. will be used for TV also.

Now!
☆WILK
is
5000
Watts
☆ Wilkes-Barre, Penna.

See Page 58-D

These Same Seven Names

are inscribed affectionately in many a (timebuyer's) little book

As a matter of fact, all seven.. peerless saleswomen on the Westinghouse stations.. are dated up well in advance, because they've proved their ability to move merchandise **economically** into millions of homes.

They offer large and loyal audiences in six of the nation's leading market-areas: Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, and Portland, Oregon. And the programs they represent are so flexible that you may use one or all, from once to five times a week. You may concentrate your promotion in a single day or maintain it over a full year!

Pertinent facts are related in a new, 16-page booklet entitled "Help Wanted." If you want to move your product into more homes, better get a copy now! Ask Free & Peters.

WESTINGHOUSE RADIO STATIONS Inc

KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

WCPO Cincinnati gets contract for large scale advertising from owners of Frisch's restaurants, drive-in chain. Seated (l to r), Irvin Frisch and David Frisch, restaurant owners; standing, Sam Johnston, WCPO acct. exec.; Glenn C. Miller, station director; Henry Rollman and Harvey Carey, Rollman & Carey Adv. Agency.

WLAW Lawrence, Mass., signed as exclusive ABC outlet in Greater Boston, [BROADCASTING • TELECASTING, March 12] by, seated (l to r), Robert E. Kintner, ABC president, and Irving E. Rogers, WLAW pres., treas. and gen. mgr.; standing, E. Lee Jahncke Jr., ABC v. p.; William F. Lucey, WLAW business mgr., and James H. Connolly, ABC v. p.

WKTY LaCrosse, Wis., announced signing of year's contract for daily 15-minute sportscasts by, seated (l to r), George Woodward, adv. mgr. McKenzie Chevrolet Co., sponsor, and Verl Bratton, WKTY gen. mgr.; standing Charlie Kearns, WKTY sportscaster, and Bill Gerrard, WKTY salesman.

KOA Denver contracts with Lumber Dealers Inc., Denver, for firm to sponsor transcribed *Music for America*. Signing is O. W. Nelson, of LDI, while Jerry Lawton (l), KOA acc. exec., and C. C. Bevis Jr., KOA gen. mgr., smile approval.

AUTO Club of Michigan renews annual news contract on WGFG Kalamazoo and WJIM Lansing. W. B. Bachman (r), ad dir., Automobile Insurance Exchange, AAA, signs contract with Harold F. Gross, gen. mgr. of both stations.

WHHM Memphis, Tenn., signs Sadler Dist. Co., Falstaff Beer, distributor to sponsor over 200 major league broadcasts. Herb Sadler, company president, sets contract with, standing (l to r) Fred Hancock, Sadler salesman; Patt McDonald, WHHM gen. mgr., and George Mooney, WHHM comm. mgr.

A-BOMB ATTACK

Radio, TV Stations Help Prepare Public

IN quiet resolve, radio and television stations last week continued to take the lead in preparing inhabitants of America's cities for action in the event of an atomic attack [BROADCASTING • TELECASTING, March 12]. Here are further reports of stations' efforts to alert the public.

Six top officials of the Atomic Energy Commission, headed by Chairman Gordon Dean, are participating in a thorough survey and visual roundup on the work of the AEC on a special CBS-TV series. The series, *The Facts We Face*, originates in the studios of WTOP-TV Washington. It is presented each Sunday afternoon and is a continuing series dealing with the many aspects of the nation's expanding mobilization effort.

Visual material for demonstration use on the programs includes a model atomic reactor and vegetable plants of various types, showing effects of soil treated by radioactivity. Other by-products and uses of atomic energy also will be shown.

WWDC Feature

Also in the nation's capital, over WWDC, Dr. Daniel L. Seckinger, chief of the D. C. Civil Defense Medical and Health Services, warned that a surprise A-bomb attack on Washington's downtown area would produce 120,000 casualties.

Dr. Seckinger outlined what dangers to expect in an interview on the WWDC public service program, *Civil Defense and You*.

In Philadelphia, city, state and national civil defense leaders took part in a special half-hour WFIL broadcast. The program climaxed a three-day civil defense meeting and was recorded by WFIL for the use of other local stations. Representatives of most of the 48 states attended the meeting.

WFDR (FM) New York has for the past two months been carrying a sponsored program, *Civil Defense Reporter*. The WFDR series emphasizes A-bomb dangers and is conducted with the Red Cross so that the public is able to tell of everything happening and why.

Colorado's Director of Civil Defense, Lt. Gen. Henry L. Larsen, USMC (ret.), outlined disaster plans in a speech before the Denver Advertising Club which was broadcast over KOA Denver.

WSB-TV Atlanta is conducting a nine-week series of weekly, half-hour first aid lessons using qualified Red Cross instructors. Although televiewers will not get diplomas, they will know how to behave competently in an emergency.

WDTV (TV) Pittsburgh, Pa., began this month to devote premium time to a monthly series entitled, *Prepare to Survive*. The series, to run indefinitely, is being produced in cooperation with the Office of Civil Defense. Guest authorities will inform televiewers how to protect themselves under atomic attack.

LIBERTY SIGNS

Two Midwest Stations

ONE-YEAR contracts have been signed with Liberty Broadcasting System by WWCA Gary, Ind., and WOPA Oak Park, Ill. [BROADCASTING • TELECASTING, March 19], which began scheduling network programming last week.

WWCA, which has been on the air a year, and WOPA, which went on last October, are carrying exhibition baseball games until April 14, after which they plan to broadcast recreations of major league games. Station managers Dee Coe of Gary and Egmont Sonderling of Oak Park carried full Liberty schedules last week to determine audience reaction as a basis for final show selection.

AD AWARD

Goes to 100% Radio Drive

HIGHEST merit certificate in the annual Mac Wilkins Memorial Advertising Award Contest, conducted annually by the Oregon Advertising Club, has been awarded for the first time to a 100% radio advertising campaign.

The 1950 award in the $1,000-$5,000 budget classification was presented to Milton L. Levy, advertising manager of KBKR Baker, Ore., for his campaign on behalf of Levinger's Rexall Drug Store, in Baker. The store, using three half-hours and one quarter-hour weekly, plus announcements, on KBKR, has built a gross volume in excess of all other drug stores in the area, it was stated.

Full credit for this volume was given KBKR by Henry Levinger, Rexall owner in Baker.

Gagwriters Convention

SIXTH annual Gagwriters Convention will be held April 4 at the Gagwriters Institute convention hall, 225 W. 46th St., New York. This will be part of the observance of National Laugh Week, April 1-8. Jan Murray, CBS comedy star, will be principal speaker in a session devoted to bettering relationships between comedy writers and comedians.

WHAT A "SPOT" TO BE IN
WTTN
The Nation's Richest Farm Market
Survey average of 50.8% tuned every hour to good listening.
WTTN
WATERTOWN, WISCONSIN

U. S. TANKER (center) refuels carrier USS LEYTE and destroyer USS ROBERTS while underway. Improved oil tankers have helped strengthen U. S. defense—resulted also in speedier deliveries on the home front at lower cost over the years.

Sea-going "islands of oil" boost U. S. Naval power

Striking power of the U. S. Fleet today has been extended thousands of miles by refueling at sea from specially equipped oil tankers.

These fast, modern tankers are one of the many *peacetime* developments of the U. S. oil industry now being used to strengthen America's defenses.

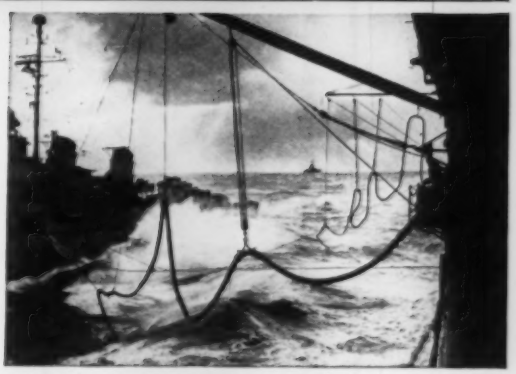
On the home front, they have helped step up the efficiency and cut the cost of oil transportation—so that it now costs less to ship a gallon of gasoline from Texas to New York than to mail a penny postcard.

This is one important reason why the high quality gasoline you buy today costs about the same as gasoline did 25 years ago—only taxes are higher.

In peace or war, America's thousands of privately-managed oil companies provide the public with the finest oil products in the world at the world's lowest prices.

This has come about because free men, competing vigorously over the years, have out-distanced the world in their race to outdistance each other. *The benefits of this competition go to you and the nation.*

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE, 50 W. 50 St., New York 20



CARRIER REFUELS DESTROYER. Ships of the United States Navy can now also refuel each other using ingenious flexible hoses. A carrier like the USS LEYTE carries enough oil to cruise over many thousands of miles herself, fuel her own air squadrons, and refuel other ships in her own task force as well.

SPEEDY NAVY CRASH BOATS, developed for split-second rescue of downed fliers, gain added power from high octane gasoline. Today's gasoline—though priced about the same as 25 years ago—is so much better in quality that 2 gallons now do the work 3 used to do.

FACSIMILE

Multiplex Network Expands Programming Schedule

RADIO INDUSTRY'S first multiplex facsimle network, programming from Columbia U.'s Graduate School of Journalism, New York, expanded its schedule to five hours daily for five days last week to serve participants in the Farm and Home Week program at Cornell U., Ithaca, N. Y.

The network is a joint venture of Columbia, Hogan Labs, Rural Radio Foundation and WOR-FM New York, WHVA (FM) Poughkeepsie, WQAN-FM Scranton and WHCU-FM Ithaca. The programs originate at Columbia, are sent by land-line to the WOR-FM transmitters, and are relayed in turn by the Poughkeepsie and Scranton stations.

The facsimile receivers produce a 9 by 12 inch page every three and one-third minutes, and a five-hour broadcast is equivalent to 20 standard newspaper pages. The equipment being used was designed by Hogan Labs, which is headed by President John V. L. Hogan and Vice President Elliott Crooks. It was manufactured by General Electric Co. GE was reported ready to redesign and produce, upon order, new and less expensive facsimile recorders capable of unattended operation.

Program material includes news summaries, weather reports and maps, road-condition information, market reports, fashion notes and other similar material.

The network has been operating for a half-hour daily during the school week since Feb. 5 [BROADCASTING • TELECASTING, Feb. 5] and plans to continue throughout the school year.

WOR-FM Originates

The experimental FM transmitter of Maj. E. H. Armstrong at Alpine, N. J., KE2XCC, has been used as the first station in the relay until recently, when WOR-FM's became the originating transmitter. Major Armstrong, FM inventor, and Mr. Hogan, who has concentrated on facsimile development for the past 20 years, issued a joint statement last week describing the multiplex relay experiments.

Major Armstrong noted that his experimental station had been used to prove many developments in FM and said: "It was a pleasure for me to cooperate with Mr. Hogan in the field tests that we have just completed. The network multiplexed facsimile system has now progressed to a point where practical operation over some other New York station may be commenced."

Theodore C. Streibert, president of WOR, said that "in view of the cooperation of WOR with Hogan Labs in the development of the present facsimile system, starting in 1944, we are always interested in assisting in any practical application of facsimile to a public service or commercial use."

The facsimile network now has almost a score of recorders in use —two at each of the relay points, eight in Ithaca and five in New York.

FTC AD CHECK

Sets Aside 2,457 in Feb.

TOTAL of 2,457 radio and periodical advertisements were set aside during February by the Federal Trade Commission, according to a report issued last week. Thirty-nine percent was referred to Radio & Periodical.

Referring to the disposition of the advertisements, FTC said the referrals had been broken down into the following categories: (Bureau of Antideceptive Practices)— Litigation Div., 14; Radio & Periodical Div., 761; Medical Opinions Div., 544, and Investigation Div., 487. The Industry Cooperation Bureau received 415 advertisements (Trade Practices Conferences Div.) and 236 specimens (Stipulations Div.).

The Radio & Periodical Div. now is integrated with FTC's Investigation Div., under the supervision of Donald B. Gatling, acting director, who had been serving as radio-periodical chief [BROADCASTING • TELECASTING, March 12].

Henry Named

WILLIAM (BILL) HENRY, MBS news commentator, has been named by the Radio Correspondents Assn. of Congress to handle its political plans for the 1952 Presidential campaign. He will work with the Democratic and Republican National Committees on arrangements relating to radio, including facilities at convention sites, according to Bill Shadel, association president.

EDITOR ON NBC

David Lawrence Sets Show

AFTER an absence of 18 years, David Lawrence, editor of *United States News and World Report*, will return to radio April 1 with a regular Sunday news program on the full NBC network, 3:30-3:45 p.m. *David Lawrence From Washington* will be sponsored by the American Dairy Assn. and will feature "news ahead of the news" from the nation's capital.

Mr. Lawrence

Mr. Lawrence founded the *United States Daily* in 1926, changing it to a weekly, the *United States News*, in 1933. *World Report* was founded in 1946 and merged with the *News* in 1947. He had a regular radio program of semi-educational talks on the federal government and its relation to the citizen, *Our Government*, on NBC from 1929 to 1933. Previous to that he was heard frequently on that network, covering political conventions and other special events.

In addition to his magazine interests, Mr. Lawrence writes a nationally syndicated newspaper column, appearing daily in more than 200 papers. He also has written several books, among them *The True Story of Woodrow Wilson*, published in 1924, and *The Other Side of Government*, *Beyond the New Deal*, *Stumbling into Socialism* and *Diary of a Washington Correspondent*. His newspaper career began in 1902 when he worked as a parttime reporter for the *Buffalo Express* at the age of 14.

a radio program *and* merchandising service
featuring
MARTHA CRANE
and
HELEN JOYCE
(see inside front cover)
WLS CHICAGO 7
Clear Channel Home of the National Barn Dance

Now!
☆WILK is 5000 Watts
☆ Wilkes-Barre, Penna.

See Page 58-D

IMDRIN CASE

FTC Appeals Court Ruling

ACTION of a Chicago Federal Court in dismissing a suit against the Rhodes Pharmacal Co., Chicago, for allegedly false advertising of Imdrin is being contested, the Federal Trade Commission has announced.

The commission said it had instructed its general counsel to appeal the decision of the U. S. District Court for Northern Illinois, which previously denied the agency's request for a preliminary injunction against the medicinal manufacturer [BROADCASTING • TELECASTING, March 5]. Notice of appeal was submitted to the court March 15.

FTC had sought the injunction against further dissemination of alleged misrepresentations in broadcast and published advertising copy pending final disposition of the case — presumably a cease-and-desist order. The claims originally were challenged by the government in August 1949. Since then, FTC contended in its suit, the defendants have "persisted" in national dissemination of the claims.

Dolcin Case

In another drug case last week, the commission held hearings on a complaint lodged against the Dolcin Corp., New York, for allegedly "false and misleading" advertising of Dolcin, a medicinal preparation. Hearing was held in New York last Tuesday on charges leveled by the government in the fall of 1949.

Officers of the Dolcin Corp. have steadfastly denied that the broadcast advertisements were either false or misleading, though they admitted that the specimens cited by FTC were used on the air. Attending Tuesday's session were Abner E. Lipscomb, FTC trial examiner, and Joseph Callaway, government attorney supporting the complaint.

Strict prosecution of these and other cases are in line with a policy announced earlier this year by FTC, which served notice it would seek injunctions against food, drug, cosmetic and other related firms against whom it lodges charges of advertising misrepresentation.

In dismissing FTC's suit against Imdrin, Judge Walter LaBuy of the Chicago Federal Court ruled that the commission had "failed to maintain the burden" of proof in support of its allegations, and had been delinquent in its prosecution of the complaints.

FTC still has the Imdrin case under advisement following completion of testimony given by Rhodes Pharmacal Co. A decision is not expected until April or possibly May.

Getting together for shop talk at the banquet are, standing, (l to r) Robert Acomb and local Sealtest Advertising Manager Robert Taylor; (seated) Hulbert Taft Jr., executive vice president of Radio Cincinnati Inc., and Walter Bassett, vice president of local Sealtest distributor.

Atwater Kent Winners

ATWATER KENT auditions winners and runners-up will be presented over the ABC radio network April 7, 9:30-10 p.m. Winners are awarded $2,000 each, and runners-up $1,500, with third, fourth and fifth awards of $1,500, $1,250 and $1,000 respectively. Instituted in 1926 by the late Atwater Kent, annual auditions were continued until 1933 and later, after World War II, were reactivated. All non-professionals between 18 and 28 are eligible to compete.

TRIPLE THREAT

Dairy Spots on WKRC Trio

LIVE spot announcements on all three branches of the broadcasting tree—AM, TV and Transit Radio (FM)—will go a long way to insure a successful campaign for Sealtest as a result of its present 13 week contract with WKRC-AM-TV-FM Cincinnati.

Besides arranging for cooperation between the media, the Matthews-Frechtling Dairy, Cincinnati Sealtest distributor, did its best to encourage better understanding between the groups responsible for putting over the ice cream and cottage cheese sales drive. A banquet for the local dairy's salesmen and department heads was also attended by all talent from the WKRC stations who were to have a part in the intensive campaign. Robert Acomb, of the agency bearing his name, also attended.

Mr. Acomb's agency made the purchase for Sealtest. Concerning the banquet, Mr. Acomb said: "The dinner was a great success because Sealtest men feel they know the WKRC people who will be helping them sell their products, and the performers know the kind of people who represent Sealtest."

WNBC New York honored by National Safety Council's Award of Merit for 1950, for special series of safe driving announcements, featuring James Melton, concert star.

FTC HEARINGS

Gov. Charges Price Plot

HEARINGS on a government complaint that Sylvania Electric Co. and Philco Corp. allegedly violated the Robinson-Patman Act through price discrimination in the sale and purchase of radio tubes have been held by the Federal Trade Commission in New York the past fortnight.

The government charges that Sylvania sold tubes to Philco Corp. for prices substantially less that those extended to 350 Sylvania distributors, and that Philco had accepted that arrangement in violation of the act. The effect, FTC said, may be to "lessen competition or tend to create a monopoly."

In a prepared statement, A. L. B. Richardson, Sylvania attorney, asserted that the company "denies it is granting discriminations in price" and that its prices "are here and have been in accordance with its stated schedules and conform to recognized trade practices." Philco Corp.'s position is that the firm is "on the same functional level" as Sylvania and that it did not violate the act by accepting Sylvania's prices.

CJBQ Belleville, small market postwar station, has started profit sharing plan to take effect this summer on twice yearly basis. A sizable percentage of net profit will be distributed to station personnel.

THE LEADERS CHOOSE
KGER
5000 WATTS—FULL TIME
LONG BEACH—LOS ANGELES
TIDE WATER ASSOCIATED OIL COMPANY SPORTSCASTS
Investigate, then buy
KGER
THE STATION OF THE AMERICAN HOME
ASSOCIATED WITH KUOA SILOAM SPRINGS, ARK.

SOUTHWEST VIRGINIA'S Pioneer RADIO STATION
What Station, please?
*HOOPER RADIO AUDIENCE INDEX, DECEMBER, 1950 JANUARY, 1951
SHARE OF BROADCAST AUDIENCE • ROANOKE, VIRGINIA

TIME	RADIO SETS IN USE	WDBJ	B	C	Other
Monday thru Friday 8:00 AM-12:00 Noon	22.4	49.6	24.0	26.3	0.1
Monday thru Friday 12:00 Noon-6:00 PM	22.9	65.7	18 5	15.3	0.5
Sunday thru Friday 6:00 PM - 8:00 PM	36.6	73.6	12.5	13.2	0.6
Sunday thru Saturday 8:00 PM - 10:00 PM	39.8	67.0	9.3	19.8	3.9

*C. E. HOOPER, Inc.
Get the entire story from FREE & PETERS
WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., National Representatives

McCARTHY CITES

Resolution on Agronsky

RESOLUTION by a Texas American Legion post, taking exception to certain broadcasts by ABC Commentator Martin Agronsky and asking that the network discontinue them, has been published in the *Congressional Record.*

The resolution was adopted by American Legion Post 52, Dept. of Texas, and inserted in the *Record* March 14 by Sen. Joseph R. McCarthy (R-Wis.), whose stand on Nationalist China has prompted criticism from Mr. Agronsky.

The resolution recommended to ABC and sponsors of Mr. Agronsky's program in the Houston area that "his services in that capacity be discontinued immediately" because of an alleged "left-wing philosophy."

RADIO-TV MEET

Ga. U. Sessions April 5-7

MAURICE B. MITCHELL, vice president and general manager of Associated Program Service, a section of Muzak Corp., will speak at the sixth annual session of the Georgia Radio and Television Institute.

Sponsored by the Georgia Assn. of Broadcasters and the Henry W. Grady School of Journalism, the institute will be held April 5-7 at the U. of Georgia in Athens.

L. A. PIXLEY, president of WCOL Columbus, Ohio, presents a plaque from Ohio U. to Robert Ganger, executive vice president, P. Lorillard Co., in appreciation to Old Golds for bringing the *Original Amateur Hour*, starring Ted Mack, to the university campus. L to r: Nick Keesely, vice president of Lennen & Mitchell Inc.; Mr. Pixley; Mr. Ganger, and R. O. Runnerstrom, WCOL general manager. Presented March 8, it reportedly was the first time the show has saluted or appeared at a university. Proceeds from the show went to the university development fund for cancer research and scholarships. Program was heard in Columbus over WCOL and coast-to-coast over ABC.

NEWFOUNDLAND BROADCASTING Co. has bought 25 acre site three miles outside St. John's, Nfld., for new 5 kw transmitter on 930 kc recently authorized by the Canadian Broadcasting Corp. board of governors. Entire installation expected to cost $125,000. G. W. Stirling, St. John's, is president of company.

SCHOOL PROBE

Orlando Stations Cover

SERIES of investigations involving the discharge of faculty members at Rollins College, Winter Park, Fla., have been given thorough airing by Orlando outlets. WLOF WORZ and WHOO report coverage of the event.

WLOF, using tape recordings, cancelled all regular programs during the first week to air the hearings, according to General Manager J. Allen Brown. Several attempts were made to prevent the broadcasts, Mr. Brown said, with some officials of the hearing asking to edit the tapes before they were aired. On the third day of the hearings school officials ruled that no more broadcasts would be permitted. WLOF newsmen, however, continued to cover the "closed meetings," Mr. Brown reported.

The investigations, which are expected to continue for several weeks, have created wide interest in the area, and the WLOF tapes have been used in compiling official school records, Mr. Brown said.

Study Awards Set

FELLOWSHIPS open to radio, magazine and newspaper correspondents who are now working abroad, or have worked abroad, for study from Sept. 15, 1951, to June 15, 1952, in New York, have been announced by the Council of Foreign Relations. The council headquarters in New York at 58 E. 68th St. Stipends, equal to salaries relinquished during the period, plus fees incident to study and research at universities in the area, will be provided to those receiving the awards.

TWIN CITIES TR

May Resume in St. Paul

TRANSIT FM service, suspended in the twin cities pending a revision of the existing contract with Transit Radio Inc., Cincinnati, may be resumed shortly in St. Paul, it was strongly indicated last week.

R. C. Crisler, president of Transit Radio Inc., said his firm is attempting to resuscitate the operation, which ran afoul of insufficient local funds; alleged sabotage of transit radio receivers, and an intra-company legal suit involving stockholders of the Twin City Rapid Transit Co.

Broadcast Services Inc., which operated the service, had a national sales contract with Transit Radio Inc., with WMIN St. Paul as the originating outlet. TR reportedly is negotiating with the station for resumption of the service in St. Paul.

Mr. Crisler said that Transit Radio Inc. also had weighed the possibility of filing suit against Broadcast Services Inc. but thought it likely that his organization would try to put the transit FM operation on a working basis again. One obstacle in the path of resuming service in Minneapolis is a newly-passed ordinance which prohibits all advertising on public vehicles.

Women Ad Executives

PLANS are well underway for the eastern conference of the Women's Clubs of the Advertising Federation of America at Washington's Shoreham Hotel March 31-April 1. The women advertising executives will meet under sponsorship of the Washington and Baltimore Women's Advertising Clubs. More than 200 delegates are expected from Maryland, New York, Pennsylvania, Alabama, Tennessee, Connecticut, Massachusetts, North Carolina, Virginia, West Virginia, Florida, Rhode Island and South Carolina.

KCBS San Francisco engineers are conducting extensive tests on broadcast impulses of station's new 50 kw transmitter and four-tower directional array at Novato, Calif. New transmitter, completed Feb. 1, will be ready for use late this spring when FCC performance tests are completed.

MILTON BERLE,
"Texaco Star Theater," NBC

—without stealing the act

RCA's "STARMAKER"

. . . a ribbon-pressure microphone that is so slim . . . so skillfully styled . . . so unobtrusive . . . you must look twice to see it.

Despite its slim construction, the STARMAKER meets the exacting quality standards of other RCA professional Broadcast microphones. Pick-up is non-directional. Frequency response is substantially uniform, 50 to 15,000 cps. It is free from wind rumble and air blast . . . and virtually impervious to mechanical shock.

The STARMAKER fits any standard microphone stand . . . can be used in place of any RCA microphone. *No extra attachments needed.*

For delivery information call your RCA Broadcast Sales Engineer, or write: Dept. PD-19, RCA Engineering Products, Camden, N. J. (In Canada write: RCA VICTOR Limited, Montreal.)

RCA RADIO CORPORATION of AMERICA

Now!
☆WILK is 5000 Watts
☆ Wilkes-Barre, Penna.

See Page 58-D

SEN. O'MAHONEY
Starts Dem. Radio Series

A MAJOR address from Detroit by Sen. Joseph C. O'Mahoney (D-Wyo.) over the coast-to-coast MBS network is scheduled to be one of the first speeches designed to kick off a series of Jefferson-Jackson Day state dinners, the Democratic National Committee revealed last week. Sen. O'Mahoney will speak 9-9:30 p.m. EST.

The national committee said that many of the state events will be broadcast or telecast locally, on regional networks and, in some cases, on national hookups. The programs will be carried as public service features. The Republican National Committee is entitled to equal time for comparable GOP functions.

President Truman is expected to lend impetus to the Democratic dinners with a major non-partisan address at Washington's National Guard Armory April 14. It also was held possible that the Chief Executive would speak from the White House. National radio and television coverage is said to hinge on a decision expected momentarily upon his return from Florida [CLOSED CIRCUIT, March 19].

Key Democratic leaders and cabinet officials also are booked for state functions, slated for Des Moines, Omaha, Lancaster (Ohio), Portland, Indianapolis, St. Paul, Los Angeles and York (Pa.).

SCBA Committee Set

FOUR-MAN nominating committee to make recommendations for officers of the Southern California Broadcasters' Assn. for the coming year has been appointed by A. E. Joscelyn, CBS Hollywood director and president of SCBA. Named were William J. Beaton, general manager, KWKW Pasadena; Lawrence McDowell, commercial manager, KFOX Long Beach; Van Newkirk, co-owner KRNO San Bernardino; George Whitney, general manager, KFI Los Angeles. The committee will report its selections at SCBA's April 12 meeting; elections will be May 10.

WDRC

HARTFORD 4 CONNECTICUT

WDRC-FM

NEWS

Tell the news about your product on a WDRC Newscast. Write for availabilities, and new literature on WDRC's newscasters. Ask Wm. Malo, Commercial Mgr., WDRC, Hartford, Connecticut's FIRST Station!

CBS

FORD FRICK (r), National League president, contracts to give MBS the broadcasting rights to *Game of the Day* for the 1951 season. Frank White (l), MBS president, and Paul Jonas, network director of sports, approve the signing. The program will feature outstanding games of the American and the National Leagues beginning April 16 over 375 MBS stations. It will be available to local and regional advertisers for sponsorship. Last year 3,250 sponsors backed the games.

SUMMER DRIVE
KMOX Starts Campaign

EMPHATIC example of individual station summer campaigning is provided by KMOX St. Louis, 50 kw CBS affiliate. SCBA is arming its salesmen with a 20-page folder for advertisers on the theme that the station's listeners are as numerous in the hot-monthed season as in any other time of the year.

Basing its brief on The Pulse's 1950 survey of the St. Louis market, KMOX presents these hard facts: Yearly radio audience average was 7.5, also the average figure for listeners May through August, or 97,871 persons tuned to an average daytime KMOX quarter-hour summer period. Another half-point was picked up from "out-of-home" radio listening, raising the audience count to 104,395.

Cites Retail Sales

KMOX also tells its advertisers that the area's average retail sales in June, July and August equal the average for the entire year. Presenting a breakdown of products sold during this three-month period in dollars and cents, KMOX asks if the advertiser manufactures one of these products and if so, "how much of *these sales are you* getting?" On another tack, KMOX points to homebuilding and home ownership and figures showing craftsmen and industrial workers in the area taking an averaged "staggered" two-weeks vacation in the summer. Added to these considerations, says KMOX, are visiting vacationers and auto riders.

Together, these factors culminate in "a sound, logical, receptive, seasonal market," the folder concludes. For "suggestions," the station capsules summaries of its local shows which have selling priority.

PROETZ AWARDS
Competition Now Open

OPENING of competition for the 1951 Erma Proetz Awards has been announced by the Women's Advertising Club of St. Louis, which is sponsoring the contest for the seventh consecutive year.

A combined category of radio and television will be honored. The competition is open to any woman in the U. S., Canada, Mexico or Cuba who is engaged in advertising, whether she belongs to an ad club or not. Entries must be postmarked by May 1.

AFA Hall of Fame

NOMINATIONS are now open for candidates for the Advertising Hall of Fame, Gilbert T. Hodges, of the Wall Street Journal and head of the AFA managing committee, announced last week. Nomination blanks may be obtained from the AFA office, 330 W. 42nd St., New York 18, N. Y. Candidates may be suggested by any advertising group, company or individual. Closing date is April 25. Election by a panel of 11 advertising leaders is based on "special achievement and service in the upbuilding and advancement of the social and economic values of advertising." Only two persons will be elected this year. Candidates must have been deceased two years before June 1, 1951.

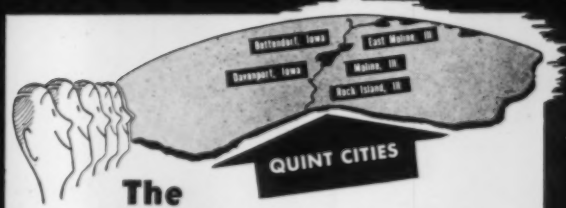
C & W TRIAL
Date to Be Set April 2

HAVING pleaded not guilty to 17 counts of mail fraud which resulted from their pre-holiday Christmas tree ornament "pitch deal" on radio and television [BROADCASTING • TELECASTING, March 12], Harold Cowan and Ralph Whitmore, head of Cowan & Whitmore Enterprises, are to appear before Federal Judge Leon Yankwich in Los Angeles April 2 for trial date setting.

The pair entered a not guilty plea on March 19 when they appeared before Federal Judge William C. Mathes for arraignment and plea. With his hearing calendar crowded, the case was then assigned to Judge Yankwich.

Now free on $2,500 bail each, Messrs. Cowan and Whitmore were indicted by a Federal Grand Jury in Los Angeles March 2 [BROADCASTING • TELECASTING, March 5] after several weeks' investigation which started in January.

The duo aroused much indignation by allegedly misrepresenting the esthetic and monetary value of the decorations they offered for sale at $1.00 each. Following many complaints, post office inspectors and the office of U. S. Attorney Ernest A. Tolin started an investigation. Federal Grand Jury indictments followed.



The

QUINT CITIES

5 CITIES—2 COUNTIES

the Hub of a Major Market

Tried and tested! That's your assurance when you choose WOC—the Quint City station—for your campaign!

Basic NBC Affiliate

WOC

5,000 W 1420 Kc

Surveys prove that WOC saturates this rich market . . . a market both metropolitan and rural.

Sell your product . . . assure yourself of a successful campaign . . . select WOC—a test station in a test market!

Get the facts from your nearest F & P office . . . or from WOC direct!

B. J. Palmer, President

Ernest C. Sanders, Manager

WOC

Davenport, Iowa

AM-FM-TV

Free & Peters Inc.

Exclusive National Representatives

THE LATEST WCKY STORY

The Greatest Impact Medium

in

CINCINNATI

HAS BEEN, AND NOW MORE THAN EVER

is

W C K Y

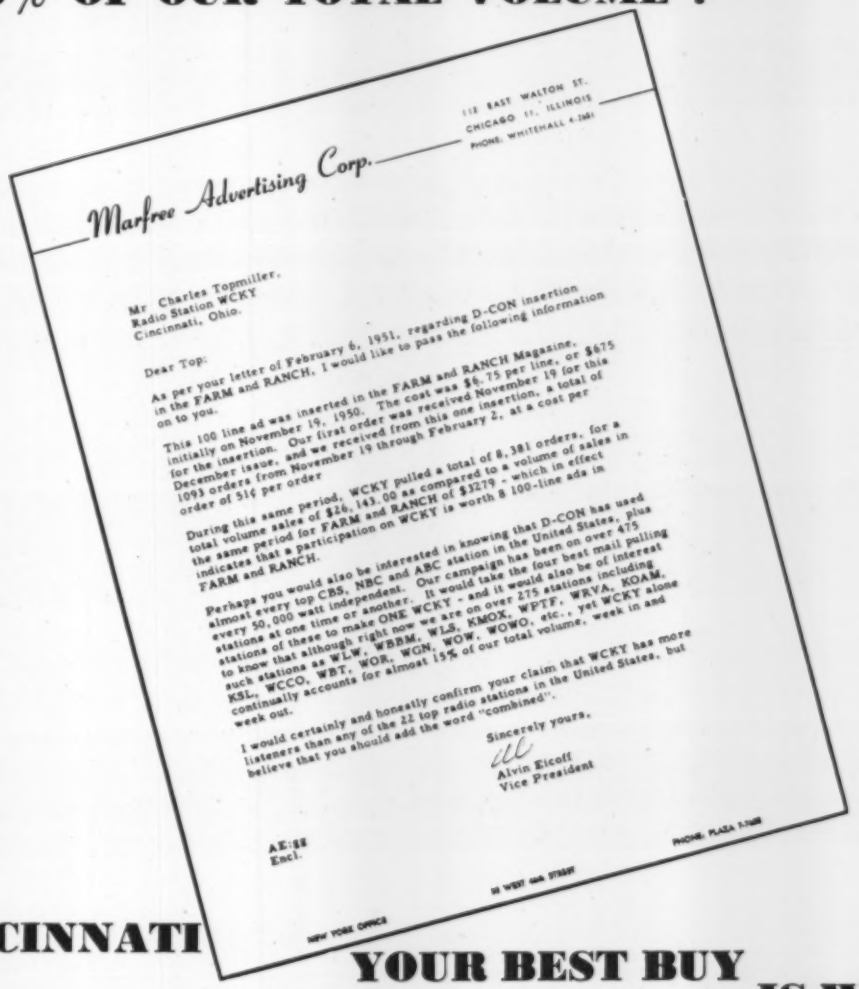
In 6 weeks, the "Jamboree" sold 44,128 Bronco Ponies at $2.49 each.

THE GREATEST NUMBER OF SALES BY ANY MEDIUM USED.

WCKY— ON THE AIR EVERYWHERE 24 HOURS A DAY 7 DAYS A WEEK 365 DAYS A YEAR, WITH A NEW 1951 GENERAL ELECTRIC TRANSMITTER.

INVEST YOUR AD DOLLAR WCKY'S-LY

"WCKY ALONE ACCOUNTS FOR ALMOST 15% OF OUR TOTAL VOLUME".



Marfree Advertising Corp.

112 EAST WALTON ST.
CHICAGO 11, ILLINOIS
PHONE: WHITEHALL 4-1661

Mr. Charles Topmiller,
Radio Station WCKY
Cincinnati, Ohio.

Dear Top:

As per your letter of February 6, 1951, regarding D-CON insertion in the FARM and RANCH, I would like to pass the following information on to you.

This 100 line ad was inserted in the FARM and RANCH Magazine, initially on November 19, 1950. The cost was $6.75 per line, or $675 for the insertion. Our first order was received November 19 for this December issue, and we received from this one insertion, a total of 1093 orders from November 19 through February 2, at a cost per order of 51¢ per order

During this same period, WCKY pulled a total of 8,381 orders, for a total volume sales of $26,143.00 as compared to a volume of sales in the same period for FARM and RANCH of $3279 - which in effect indicates that a participation on WCKY is worth 8 100-line ads in FARM and RANCH.

Perhaps you would also be interested in knowing that D-CON has used almost every top CBS, NBC and ABC station in the United States, plus every 50,000 watt independent. Our campaign has been on over 475 stations at one time or another. It would take the four best mail pulling stations of these to make ONE WCKY - and it would also be of interest to know that although right now we are on over 275 stations including such stations as WLW, WBRM, WLS, KMOX, WPTF, WRVA, KOAM, KSL, WCCO, WBT, WOR, WGN, WOW, WOWO, etc., yet WCKY alone continually accounts for almost 15% of our total volume, week in and week out.

I would certainly and honestly confirm your claim that WCKY has more listeners than any of the 22 top radio stations in the United States, but believe that you should add the word "combined".

Sincerely yours,

Alvin Eicoff
Vice President

AE:ss
Encl.

NEW YORK OFFICE
10 WEST 19th STREET
PHONE: PLAZA 7-1616

IN CINCINNATI YOUR BEST BUY IS WCKY

Call Collect: **Tom Welstead**
Eastern Sales Manager
53 E. 51st St.,
New York City
Phone: Elderado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

editorial

Faultless Reporter

TO EVALUATE the true significance of television as a spectator at public hearings like those of the Kefauver committee, it is necessary to ignore much of the emotional debate that rages on that subject these days and to view the arrival of this incomparable instrument in proper historical perspective.

To a large extent the evolution of government from the monarchial authoritarianism of feudal times to the parliamentary democracy of today has depended upon the opening of government activity not only to public participation but also to public scrutiny.

The Star Chamber courts, whose dark secrecy protected the most unjust verdict, gave way to public trials and the jury system. Lawmaking was removed from the inaccessible throne room to the public meeting house of parliamentary bodies.

This evolution has been slow and at times painful (the U. S. Senate met behind closed doors until 1792 when forced by editorial pressure to admit the public), but it has been made inevitable by the very nature of democratic progress. True democracy requires that all branches of the government function in full view of the people.

In television, there is at hand an instrument that brings this evolutionary process to very nearly an ultimate stage of development. If one is to accept the theory that corruption and ineptitudes flourish in concealment and wither when exposed, one must also believe that television is the greatest enemy of governmental chicanery and bumbling yet invented.

In the debate that rages these days as to the propriety of television's presence at public hearings like those of the Kefauver committee the question has been raised (surprisingly, by some thoughtful persons) as to whether a witness' rights to a fair trial are abrogated if he is required to perform before an audience larger than can be accommodated in the hearing chamber.

We submit that his rights are not impaired. Indeed they are protected to an extent undreamed of by the great jurists who conceived and advanced the principle of public trial. If 50 spectators in a court room enhance a defendant's chances of fair trial, how much greater insurance is provided by an audience of millions?

There is another argument that says television injures the dignity of proceedings, that its lights demean a hearing room to the level of a carnival, that participants are apt to adjust their behavior in recognition of the fact they are being observed and so neglect the essence of the case at hand in their concern for making a favorable impression on the audience. This argument is faulty too.

The lights to which objections have been raised are not necessary to television, but are put there by newsreel cameramen. In itself television provides no greater distraction to the sensible participant than the audience that is present in person.

The onus of propriety in the conduct of a televised hearing is on the examiner and the witness alike. Television has an absolutely impartial eye and ear. It does not edit or interpret. It simply sees and hears. It cannot turn a hearing into a carnival unless the hearing itself is so conducted. It cannot make a man a bum unless he is one.

At every stage of progress since feudal times there have been powerful men who for selfish purposes have endeavored to counteract reforms, to perpetuate the *status quo* essential to their own survival. There is no doubt that the introduction of television as a spectator at government proceedings represents an important stage of this continuing evolution, and as a consequence it has its enemies.

Who are the enemies of television? They are those who cannot stand its merciless inspection.

Its friends are all those who believe the Star Chamber and the unquestioned king are obsolete and that the struggle toward democracy has been worthwhile.

Silver Threads Among Gold

IF HE is to get his money's worth out of his new 30-year NBC contract, Milton Berle will have to defy the statistics of insurance actuaries who put the average life expectancy at 67.2 years. If he expires on cue from the actuaries, Mr. Berle will be gypped out of 4.8 years of his fabulous income. Mr. Berle's timing is usually impeccable, but we'll bet that will be one cue he contrives to miss.

Today and Tomorrow

TODAY the nation's broadcasters and telecasters will learn of their responsibilities on the tomorrow they hope will never come. That tomorrow is the instant of enemy air attack.

And at that instant, the broadcast services must alert and inform. This must be according to plan. The plan is being evolved by government, through the FCC and the military. Every man-jack must know his assignment. That is the blue-print to be given the nation's broadcasters at today's unprecedented briefing in Washington.

It will become evident that radio's role is both fundamental and frightening. Radio (meaning all electromagnetic emissions) on the one hand must adapt operations to preclude possibility of enemy plane or guided-missile "homing." And the mass radio media (radio and TV) on the other, must inform and instruct the populace . . . and thwart hysteria.

It must be that way because only radio is possessed of the speed of light in reaching nearly all of the people at any time. There's no time lag, no presses to roll, no wire lines to maintain.

The mechanics are entrusted to the engineers. But the public responsibility is that of the licensed broadcaster.

More than a blue-print is needed. Provision must be made for adequate equipment and trained manpower. Both must be in depth—auxiliary or standby transmitters and men who can double on all essential assignments. Appropriate authorities must recognize this. Otherwise the whole program is imperiled.

American radio will cooperate to the hilt. There may be heavy expenditures in modifying equipment to supply deception techniques. There may be entailed alterations of directive patterns. Whatever is required, it must be assumed, will be done. And it likewise must be assumed that the authorities will make provision for tax-relief, amortization, or reasonable compensation in hardship cases.

This planned approach by government warrants applause. Broadcasters are being mobilized as surely as those on the fighting fronts.

Every station owner or manager assumes the role of commanding officer. It must be thus in a world engulfed in a war of ideologies today, and in which the tomorrow cannot be divined.

our respects to:

KENNETH FREDERICK SCHMITT

FEW managers have been in at the birth and have grown in stature with a station for a quarter of a century, as has Kenneth Schmitt of WIBA Madison, Wis.

Mr. Schmitt, who presides over one of the most resplendent broadcasting layouts in the nation, has had only two employers since leaving the U. of Wisconsin in 1925: The *Madison Capital Times*, original licensee of WIBA, and the Badger Broadcasting Co., WIBA licensee since 1930. (And he has had the same boss—William T. Evjue—who is and has been president of the Capital Times Co. and the Badger Broadcasting Co. Badger Broadcasting is jointly owned by the Capital Times Co. and the Wisconsin State Journal Co.)

Kenneth Schmitt joined the *Capital Times* as an $18-a-week reporter, but within a year had been given the duties of radio editor, along with his general news assignments. When the newspaper bought a half-interest in a homemade radio station in 1926 (investment: $900) Mr. Schmitt was called upon as a parttime announcer.

"The station was operating parttime, too," he recalls. "It would take the air (sometimes) for a couple of hours—usually two or three nights a week."

In 1927, WIBA went fulltime and Mr. Schmitt went along "whole hog." He was an announcer and program director and, before long, "when we realized people would pay for some of the things they could hear," he became a salesman. He has been at WIBA ever since.

Every chapter of WIBA's history contains some reference to Kenneth Schmitt. He assisted William T. Evjue, editor of the *Capital Times*, in launching his famous noon newscasts, which have been an institution in the Madison area for 24 years. Mr. Schmitt was at the mike himself for about 14 years.

He helped set up Phil LaFollette's statewide radio campaigns for governor from WIBA, as well as daily remotes from the state legislature, and weekly chats from the governor's office. He handled some of the arrangements for Young Bob La Follette's radio campaigns for U. S. Senator.

Under Ken Schmitt's direction, WIBA became one of the first stations in the country to broadcast police bulletins direct from squad cars, and his early listing of lost pets became a permanent fixture. Originally designed to assist owners in finding their lost dogs, it has helped run down errant horses, cattle, goats

(Continued on page 51)

3,163,033 Different People Listen to WOV at Least once a week!

WOV is your best bet for
Sales Impact, Coverage and Economy

YOU CAN BUY:

1,972,921 — ***Italian Language Listeners***

1,190,112 — ***English Language Listeners****

3,163,033 DIFFERENT PEOPLE

at a cost of approximately

11 cents per THOUSAND PEOPLE reached — naturally you'll reach most of these people several times weekly.

*WAKE UP NEW YORK • 1280 CLUB • RAMBLE IN ERIN—PRAIRIE STARS

WOV's New Animated Sound Film "3,000,000 People" tells the whole story.

730 FIFTH AVE., NEW YORK 19
ROME STUDIOS: VIA di PORTA PINCIANA 4

National Representative: John E. Pearson Co.

In The Public Interest

Navigational Aid

WJTN Jamestown, N. Y., has been helping pilots on their scheduled daily flights into Jamestown on their route between Buffalo and Pittsburgh. Simon Goldman, WJTN manager, said that whenever an All-American pilot requests identification of the radio station as an additional navigational aid, the station interrupts its program long enough to identify itself by its call letters.

* * *

School Closings

KJFJ Webster City, Iowa, has been cooperating this winter with school officials in announcing school closings due to inclement weather. Heavy snows have created a need for this public service. Wayne J. Hatchett, general manager, said that on March 12-13 alone, the station carried more than 350 public service announcements each day.

* * *

Aid to the Aged

WOL-AM-FM Washington, D. C., aided a 70-year-old couple who had been burned out of their apartment. Radio appeals brought numerous gifts to the aged couple, who were living on Social Security and did not have fire insurance.

* * *

Silent Prayer

KXOK-FM St. Louis each noon broadcasts to bus riders an invitation to spend a few moments in silent prayer. The announcer asks passengers to join in offering silent prayers for "the protection of our men who are fighting overseas . . . and for the fulfillment of our hope for lasting peace." A station spokesman said, "We know there are hundreds of relatives of servicemen on board the busses at that hour and we feel we are bringing them closer to their loved ones during the period of silent prayer."

* * *

Hospitalized Children

KGO-TV San Francisco has brightened the lives of hospitalized children by humorous drawings. The station is decorating wards at children's and Shriners hospitals with drawings and cartoons produced on Jolly Bill's daily TV program. Drawings are sent to hospitals following each day's telecast; letters of appreciation have been received from children and from directors of hospitals.

* * *

Nervous Groom

WSB Atlanta wore Cupid's mantle last week and assisted at a wedding. A nervous groom had dropped the wedding band while in a florist's shop on his way to the nuptials. The florist called the station newsroom. Could anything be done? The unknown groom's plight was featured on a 6 p.m. newscast. A few minutes after the broadcast the harried groom claimed the ring and the wedding went on as scheduled.

* * *

Blood Donation

FRED WOOD, general manager of WWBZ Vineland, N. J., gave a practical demonstration of blood donation in a Vineland theatre before 2,000 persons. Mr. Wood donated a pint of blood, making a tape recording throughout the process. He interviewed the nurse taking the blood and several World War II veterans who had received plasma during the war. Tape was used on the air, and resulted in more than 100 pledges from prospective donors.

* * *

Heart Association

WKY-TV Oklahoma City and the Oklahoma Heart Assn. co-sponsored a stage show and auction and in an hour raised more than $5,300 for the association. The stage show, comprised of WKY and WKY-TV talent, was free to the public. An association official said that the publicity thus received would be worth more even than the respectable amount of money raised.

* * *

Corn Club Contest

KCMO Kansas City, Mo., is jointly sponsoring a Community Corn Club Contest to better land use, increase soil fertility and for higher yields of quality corn. Directing the station's efforts are C. W. (Jack) Jackson, KCMO agricultural director, and Bruce Davies, KCMO associate agricultural director and farm markets reporter. Cooperating are local agricultural groups.

* * *

Lost Soles

NEIL R. BAIRD, KGWA Enid, Okla. newsman, covered three major blazes in Enid with such zeal that his water-soaked, fire-eaten shoes were a complete loss. Mr. Baird, however, reportedly did an outstanding job of covering the fires.

* * *

Radio Results

A. E. ANSCOMB and Bill Maser, both of WKBW Buffalo, enjoy telling how the station was able to help locate the mother of a lost little boy.

* * *

4-H Clubs

WCCO Minneapolis-St. Paul has a plan to work with 4-H clubs to better world understanding. WCCO assisted in the observance of National 4-H Club week and spotlighted the greatly expanded 4-H program. Gene Wilkey, WCCO manager, said that this was the ninth annual 4-H WCCO get-together.

AFRS Technicians

NEED for broadcast technical engineers to serve in a supervisory capacity with the Armed Forces Radio Service in Europe, Japan and Korea was revealed last week at the Pentagon. The AFRS, which operates the Armed Forces Radio Network overseas, has sent out a call for personnel—now on duty or in the reserves—who would qualify as chief radio engineers and serve with the rank of captain. Duty would consist of perhaps two months' tour of duty overseas in supervisory role, with remaining term at the Pentagon. Applications are being accepted by Lt. Col. Robert H. Camp, Troop Information & Education Div., Office of Chief of Information, Dept. of Army, Washington, D. C.

RED CROSS CAMPAIGN

Radio, TV Stations Donate Time, Talent

THE Red Cross fund drive moved into high gear last week with the nation's radio and television stations accelerating their support.

In Philadelphia, several stations joined forces to sponsor a series of noon rallies on behalf of the campaign.

Clyde Spitzner, WIP commercial manager, who heads the rally committee, said the series is receiving full backing from WFIL-AM-TV, WCAU-AM-TV, WPTZ, KYW and WIP.

In Charlotte, N. C., three staff members of WBT-AM-FM and WBTV (TV) are contributing time and abilities to aid county drives.

Kenneth I. Tredwell Jr., WBT program manager, is serving as voluntary chairman for the Mecklenburg County Chapter of the Red Cross; Ben McKinnon, of the WBT-WBTV sales staff, is a member of the public information committee, and George Adams, of the promotion department, is a captain in charge of solicitations.

WGL Revue

Staffers from all departments of WGL Fort Wayne, Ind., aided National Guard units and the local Red Cross chapter in staging an 11-act revue, starring Yolande Betbeze, Miss America of 1950.

Crosley Div. of Avco Mfg. Corp. is cooperating on TV in the drive by linking the fund campaign in commercial announcements on programs it sponsors.

A special broadcast honoring volunteer workers and campaign contributors was broadcast over KNBC San Francisco March 18.

KNGS Hanford, Calif., went all-out on an energetic promotion campaign that included remotes, studio programs and even sound trucks cruising streets. Sponsors donated announcements and time to the drive.

North of the border, CFPL London, Ontario, Canada, sparked the Canadian Red Cross fund campaign by presenting 12 dramatic programs characterizing Red Cross activities.

It's Barnyard gossip . . . . .

. . . that Thumb District farmers listen to WTTH!

First with the news and farm reports . . . make WTTH our favorite station!

WTTH

1380 on your Dial

PORT HURON, MICHIGAN

Represented by Weed & Co.

ABC NETWORK

Now!

☆WILK is 5000 Watts

☆ Wilkes-Barre, Penna.

See Page 58-D

Respects

(Continued from page 48)

and blackbirds over the years.

Mr. Schmitt was one of those who selected Blue Mounds Hill, 30 miles west of Madison, as the site for WIBA-FM's transmitter. (This is the second highest hill in the state.) WIBA-FM serves nearly the whole of southwestern Wisconsin, and Mr. Schmitt thinks "FM still is the best broadcasting medium."

Much of the excellent planning for WIBA's Radio Park, a four-acre plot on one of Madison's highest knolls where modern studios were opened in March 1949, was Mr. Schmitt's. The property will accommodate TV installations, for which WIBA has applied.

"We hope to have TV some day," says Mr. Schmitt, "but there is no question as to the great future of radio. Radio provides a distinct medium of entertainment that TV does not always enlarge or enhance. Radio is basic, and while TV adds sight to programs, the seeing is not always necessary, or desirable. Where the picture is necessary, or supplemental, TV is certainly what we want. But I think radio and television will complement each other for a long time to come."

Studies Engineering

Born in Janesville, Wis., July 23, 1902, Kenneth Frederick Schmitt was supposed to be an electrical engineer. At least that is the course his father, a plumbing contractor, picked out for him when he went off to the U. of Wisconsin in 1921. Perhaps the elder Mr. Schmitt, a former Wisconsin department commander of the Spanish-American War Veterans, was influenced by the knowledge that his son had made some of the highest grades in physics ever recorded at Janesville high school. But young Kenneth had other ideas and, although he originally enrolled in the School of Engineering, switched to a general college course within two years.

A campus romance with Norwegian-born Carol Docken, of Mount Horeb, Wis., blossomed into marriage within a few months after Mr. Schmitt joined the *Capital Times*. There are two sons: Kenneth Jr., 23, student of dentistry at Northwestern U., and David T. Schmitt, 21, in training with the armed services at Camp Gordon, Ga. The family lives in a century-old house near Madison's beautiful Lake Mendota, where Mrs. Schmitt has a priceless collection of antiques. Her husband's only hobby is bridge, "the only thing that takes his mind away from radio."

Mr. Schmitt, who has been station manager of WIBA since March 1, 1945, was one of those responsible for bringing the old League of Wisconsin Radio Stations (now Wisconsin Broadcasters Assn.) back to life about five years ago. Originally organized in 1929, the LWRS was inactive for many years. Ken Schmitt has been secretary of the association for the past four years.

INP Photo

THREE years of peace for networks and AFM [BROADCASTING • TELECASTING, **March 19] produce smiles from (l to r), standing, Frank Stanton, CBS president; Joseph H. McConnell, NBC president; Mark Woods, ABC vice chairman; sitting, Theodore C. Streibert, WOR New York president; Robert E. Kintner, ABC president, and James C. Petrillo, AFM president.**

TOTAL of 55,000 radio announcements, 13,000 TV announcements, 77 radio, 55 TV programs and six transcontinental network shows were donated by Los Angeles area broadcasters on behalf of safety campaigns according to Jim Bishop, retiring president of National Safety Council, Greater Los Angeles Chapter.

NELSON DINNER

Given by Avery-Knodel

VETERAN Timebuyer Linnea Nelson, J. Walter Thompson Co., New York, was given a farewell dinner March 13 at the Biltmore Hotel by Avery-Knodel Co., station representative firm. The JWT radio and television timebuying staff and Avery-Knodel representatives were present. Miss Nelson retires the end of this month after 24 years of service.

Those attending the dinner were: Lewis H. Avery, president; Arthur H. McCoy, treasurer, Pierce L. Romaine, John J. Tormey, F. G. Neuberth Jr., Thomas J. White Jr., N. R. Madonna, John F. Wade, director of TV sales, all from Avery-Knodel Inc., and Maurice J. Corken, commercial manager WHBF-AM-TV Rock Island, Ill. From JWT were: Anne C. Wright Jayne M. Shannon, James O. Luce Jr., William Wren, William H. Thomas, Mario Kircher.

CBC International Plans

INTERNATIONAL SERVICE of Canadian Broadcasting Corp. will have $1,928,600 to spend in fiscal 1951-52, starting April 1, according to estimates tabled in Parliament at Ottawa March 12. This is down from $3,292,361 in fiscal 1950-51, which included capital expenditures on purchase of the new Radio Canada building at Montreal. Some curtailment of international programs is expected this year. CBC International Service is similar to Voice of America service, and is operated by CBC for the Canadian Dept. of External Affairs.

SPOT SATURATION SALES KIT for 1951 describing use of radio for special retail selling events, being sent by BAB to member stations. Kit contains releases based on reports by four department stores which were named winners in the Spot Saturation Campaign Division of NRDGA's 1950 radio program contest.

BERDING TO ODM

Named Information Chief

APPOINTMENT of Andrew H. Berding, deputy director of information for ECA and veteran newspaperman, as chief of public information for the Office of Defense Mobilization was announced March 16 by Mobilizer Charles E. Wilson.

As PI director, Mr. Berding will coordinate for policy releases from all government defense agencies under a procedure set earlier this year by ODM officials and implemented in recent weeks [BROADCASTING • TELECASTING, Feb. 19]. He will work with Howard Chase, top consultant to Mr. Wilson; Scott Hershey, transferred from the National Security Resources Board information division, and others.

Louisiana Meet

TWO-DAY meeting of the Louisiana Assn. of Broadcasters will be held Friday-Saturday, March 30-31, at the Evangeline Hotel, Lafayette, La., according to Tom E. Gibbens, WAFB Baton Rouge, LAB president. Sales clinic will be held Friday afternoon with a program clinic scheduled Saturday morning. LAB members will direct these panels. A cocktail party will be held Friday evening, preceding the banquet, with Sen. Dudley J. LeBlanc, president of LeBlanc Corp. (Hadacol), as host.

IN BIG AGGIE LAND
tv MEANS
'tain't visible!

This 267 BMB county area—with $2.9-billion in retail sales—can be sold by WNAX alone.

WNAX
570 - 5KW - ABC
YANKTON • SIOUX CITY
Represented by KATZ

front office

LAMBERT B. BEEUWKES appointed general manager WBMS Boston, effective April 2. Was general manager WDAS Philadelphia and prior to that was affiliated with Westinghouse Radio Stations Inc.

JACK TUBB, advertising salesman KOME Tulsa, resigns.

Mr. Beeuwkes

ART THOMAS, general manager WJAG Norfolk, Neb., since 1932, retiring from radio. ROBERT E. THOMAS, his son and assistant manager, appointed manager of station.

GLENN CALLISON, chief engineer LBS Dallas, elected vice president in charge of engineering for network.

HENRY BUCCELLO, Charles R. Stuart Adv., S. F., to Columbia Pacific Network as San Francisco sales manager. He replaces OLE MORBY, who transfers to KNX Hollywood as assistant general sales manager for CBS Pacific Network.

RAY BARNETT, KGO San Francisco, to KSMO San Mateo as sales manager.

ADAM J. YOUNG Jr. Inc., N. Y., appointed U. S. representative for British Guiana Broadcasting Co., Georgetown, B. G., (Radio ZFY) and Jamaica Broadcasting Co., Kingston, Jamaica (Radio Jamaica). The Young firm's international division sales department will handle accounts.

WILLIAM A. ROBERTS, commercial manager, and ROY M. FLYNN, technical supervisor KRLD Dallas, named assistant general managers. Both retain their previous functions. Mr. Roberts, with station more than 20 years, is in charge of sales for KRLD-AM-FM-TV. Mr. Flynn, with KRLD since its establishment in 1926, heads technical department including 48 technical men.

Mr. Roberts

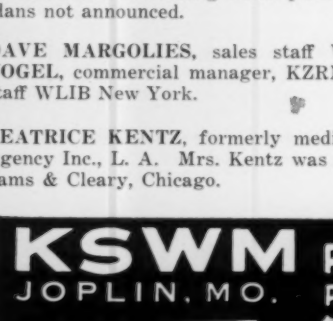
Mr. Flynn

DICK CAMPBELL, general manager KOME Tulsa for past four years, resigns [BROADCASTING • TELECASTING, March 19]. Mr. Campbell is a radio veteran of 15 years both as executive and outstanding news personality through Southwest. Future plans not announced.

DAVE MARGOLIES, sales staff WHOM New York, and GEORGE VOGEL, commercial manager, KZRM and KZRF Manila, P. I., to sales staff WLIB New York.

BEATRICE KENTZ, formerly media assistant BBDO, L. A., to Katz Agency Inc., L. A. Mrs. Kentz was supervisor media detail Roche, Williams & Cleary, Chicago.

KSWM
JOPLIN, MO.
REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!



* This map shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
Austin A. Harrison, President
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

HAROLD PARISE, salesman WEBC Duluth, appointed manager WHLB Virginia, Minn.

Mr. Parise

JOSEPH F. QUINN, assistant general manager WJMA Orange, Va., resigns. Future plans not announced.

GORDON SHERMAN, general manager WMAY Springfield, Ill., elected president Lincoln Broadcasting Co., WMAY owner.

RA-TEL Representatives Inc. appointed to handle national spot sales for KLOU Lake Charles, La.

WILBUR HULICK appointed sales representative in six southern states for Palmetto Broadcasting System.

JOHN E. PEARSON Co., N. Y., appointed exclusive representative for KSDO San Diego, Calif.

RUTH P. MOODIE, research department CBS, to John Blair & Co., N. Y., as research assistant.

H-R REPRESENTIVES Inc., S. F., appointed exclusive national representative for WMSC Columbia, S. C.

Personals . . .

HARRY BANNISTER, general manager WWJ Detroit, received award of Michigan Regional Conference of B'nai Brith Anti-Defamation League "for giving constructive meaning to the ethical, cultural and spiritual concepts inherent in our American way of life." . . .

LLOYD E. YODER, general manager KNBC San Francisco, elected to board of directors of Northern California Electrical Bureau. . . . LAMONT L. THOMPSON, radio-TV sales representative KCBS San Francisco, father of girl, Judith Ann. . . .

JOHN M. OUTLER Jr., general manager WSB-AM-TV Atlanta, grandfather for third time. . . . MAX GOLDMAN, assistant general counsel FCC, and Ruth Basset Calvin, announce their engagement.

CBC ACTIONS

Share Transfers Proposed

NUMBER of Canadian stations were recommended for share transfers at a meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa March 15-17.

CJNT Quebec, which asked for permission to go bilingual, was denied that permission because "the license to establish this station was on condition that it would be an exclusively English-language station." (Listeners in Quebec reportedly have been complaining that the English used on the station is read by French-speaking announcers whose English pronunciation is too French).

Share transfers were approved for recommendation to the Dept. of Transport for CHLT Sherbrooke, CFCY Charlottetown, CHLN Three Rivers, CJFX Antigonish, CKRD Red Deer, CJCB-AM-FM and CJCX (short wave) Sydney, CKFH Toronto and for CHOK Sarnia, with ownership of the station now in the hands of Claude R. Irvine, managing director, and two former majority shareholders, H. M. Huestion and A. D. McKenzie, holding no more shares.

CJSO Sorel was given permission to operate a permanent studio in nearby Joliette, "in view of the fact that there is no local community station in the Joliette area. If an application for a license to establish a local community station in the Joliette area is made, this matter will be reconsidered."

Realigns Farm Unit

FARM programming functions of the Radio & Television Service, unit of the Dept. of Agriculture's Information Office, have been realigned under Kenneth F. Gapen, assistant director of information. Bob Crom, formerly of KGLO Mason City, and WMT Cedar Rapids, Iowa, is supervising single station activity. Milton Bliss, former extension radio editor at the Wisconsin College of Agriculture, is supervising network programming.

COMMERCIAL NATIONAL BANK, Santa Ana, Calif., as a courtesy to personnel and customers tunes in three KVOE programs daily—10 a.m. *Alka Seltzer News*, Folger's Coffee *Noon-Day News* and *Frank Russell Show*, an hour of early afternoon music.

Now!
WILK is 5000 Watts
Wilkes-Barre, Penna.

See Page 58-D

R. S. PEARE

GE Executive, Dies

ROBERT S. PEARE, 50, vice president of General Electric Co. in charge of public relations and advertising policy, died March 18 at Ellis Hospital, Schenectady, a week after suffering a heart attack.

Mr. Peare

In 1946, Mr. Peare received an award from the National Assn. of Public Relations Counsel Inc., as having made "the greatest contribution in the past year toward improvement of the techniques and application of public relations from the professional and ethical standpoint."

Born Jan. 11, 1901, in Bellmore, Ind., and a 1922 graduate of the U. of Michigan, Mr. Peare joined GE shortly after leaving school. He actively directed AM, FM and TV stations in Schenectady and on the West Coast.

Mr. Peare is survived by his widow, Katharine, and two daughters, Elizabeth J. and Nancy J., all of Schenectady, and a brother, Reeve, of Rockville, Ind.

RCA SERVICE CO.

Surveys Electronic Needs

FIELD supervisors of the RCA Service Co. Government Service Division met in Camden, N. J., last week with armed forces representatives to discuss government requirements relating to installation and maintenance of electronics equipment in the U. S. and overseas.

Supervisors from eight foreign theatres of operation attended a three-day session which ended last Wednesday, according to P. B. Reed, vice president of the RCA Service Co. in charge of the government division. Group secures and trains field engineers and specialists for civilian duty with the Air Force, Army and Navy on installation and maintenance of all types of electronics equipment. Mr. Reed disclosed that RCA technicians are serving in 28 different overseas locations and at various posts in the U. S.

IONOSPHERE RESEARCH

NBS Adds Mobile Lab to Obtain data

NEW MOBILE research station, designed to obtain more comprehensive data on the ionosphere and to be incorporated into the existing chain of 60 world-wide permanent ionosphere stations, was announced last week by the Central Radio Propagation Lab. of the National Bureau of Standards. More than one-fourth of the world-wide stations are maintained by NBS.

The propagation of radio waves over long distances depends on their reflections from the ionosphere, a series of electrically conducting layers in the earth's atmosphere, NBS explained. Because these layers are continuously changing, knowledge of their characteristics is necessary for reliable communications. NBS collects and analyzes data from all over the world and publishes predictions of usable frequencies between any two places at any hour.

With the new unit, ionospheric soundings will be made from points midway between two permanent transmitting-receiving stations. The unit is a caravan made up of two prime movers and two trailers. The equipment includes two gasoline-powered generators which will provide 10 kw each for the transmitting, receiving and recording components in the event commercial power is unavailable. One trailer has been converted into living quarters.

The caravan's first recording stop, 30 miles east of Cincinnati, is a point midway between the Bureau's transmitting station at Sterling, Va., and a leased transmitting station operated by Washington U., St. Louis. The project, termed "St. Louis Experiment," is expected to continue for three or four months, NBS said. When the experiment is completed, the unit will be moved to another center-point site. Within a few years and after a number of midpoint locations, the Bureau expects to have sufficient information to map accurately the paths of radio waves across the U. S. and into other parts of the world.

All three transmitting-receiving stations will use the model C-3 automatic ionosphere recorder developed by the Bureau. Its transmitted power is 20 kw and it is capable of scanning a frequency range of 1 to 25 mc in a time interval as small as 7.5 seconds, NBS stated. Signals will be transmitted, received, and recorded on film strips at a 24-hour per day basis.

The St. Louis Experiment involves comparatively short distances. However, it is known that the discrepancies between theory and practice increase in magnitude as the distance between transmitter and receiver becomes greater, NBS explained. To investigate this effect, the mobile unit later will be placed at the midpoint of much more widely spaced permanent installations. The next stop may be between the Sterling station and one in the Hawaiian Islands, Alaska, San Francisco, Puerto Rico, or Panama. Before the program is completed, the mobile unit will have been placed at the midpoint of the path to most of the Bureau's ionosphere stations in the western hemisphere.

NABET TO CIO

Affiliates April 1

NATIONAL Assn. of Broadcast Engineers & Technicians will affiliate with the Congress of Industrial Organizations as an international union April 1, President John R. McDonnell of San Francisco announced at NABET's Chicago headquarters Thursday. Some 3,000 members of the independent radio, television and film workers union voted to affiliate five to one in a referendum.

The international charter offered by the CIO permits the NABET organization setup to remain the same with its present officers. The union has national contracts with ABC and NBC, and other agreements with 80 independent radio and TV stations.

Affiliation will enable NABET "to fill the great need for more adequate organization, representation and service for employes" in radio, television and films, Mr. McDonnell said. He added that there will be no change in NABET policies. Plans are being made, however, to increase organizing efforts "to accomplish complete organization" of radio, TV and films, he said.

Other officers are Edward B. Lynch, of Rochester, N. Y., vice president, and George Maher of Chicago, executive secretary. All were recently elected to new three-year terms of office.

IAAB MEET

Miller Urges Freedom

GOVERNMENTS should not interfere with broadcasts, even in time of war or emergency, if people are to be warned quickly about danger or disaster, NAB President Justin Miller declared in an address to the Inter-American Assn. of Broadcasters. The IAAB opened its inter-American meeting last Monday in Sao Paulo, Brazil.

In the main IAAB address Judge Miller submitted a 10-point program designed to guarantee freedom of communication in the Western Hemisphere. The program was scheduled for later consideration at the IAAB's second general assembly.

Gilmore Nunn, WLAP Lexington, Ky., NAB director appearing as U. S. delegate, introduced Judge Miller and paid tribute to his juridical and association achievements. Judge Miller was elected honorary president of the assembly. Goare Mestre, of CMQ Havana, presided at the meeting as IAAB president. Edmundo Montiero, president of the Sao Paulo radio group, was elected president of the current assembly.

IAAB received word that it had been accepted into membership by the United Nations Economic & Security Council, meeting in Santiago. IAAB is the first broadcast association admitted to the council.

Numerous assembly addresses emphasized the "deplorable situation" of *La Prensa*, Argentine newspaper suppressed by the Peron government. IAAB speakers reemphasized the association's stand on behalf of free speech and independence from government influences.

Fifteen nations were seated at the assembly, political situations and dollar exchange having cut attendance to some extent. Delegates voiced optimism that IAAB was developing an effective record in maintaining free radio and building up solidarity among hemisphere nations.

THE GREATEST IMPACT MEDIUM IN CINCINNATI

➤ *See Centerspread This Issue* ➤

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

book reviews

PRINTERS' INK ADVERTISING IDEA BOOK. By "Printers' Ink" editors and contributors. New York: Funk & Wagnalls Co. 400 pp. $5.

CONTAINING 634 "tested" ideas written in capsule form for quick reading, *Printers' Ink Advertising Idea Book* presents ideas arranged in dictionary style for ready reference. The material was selected from many thousands of advertising ideas in the *Printers' Ink* files. This is the third in a series of "Idea Books" planned for the *Printers' Ink* Business Bookshelf.

* * *

RADIO IN FUNDAMENTAL EDUCATION IN UNDEVELOPED AREAS. By J. Grenfell Williams, UNESCO. Paris, France: 152 pp., 65 cents.

THIS paper-bound volume, Publication No. 600, of the United Nations Educational, Scientific, and Cultural Organization, is another step in the series of studies on specific problems of mass communication.

J. Grenfell Williams, the author, is director of the Colonial Service, British Broadcasting Corp.

The publication discusses the instructional possibilities of radio, particularly in 16 underdeveloped areas ranging from Algeria to the West Indies.

It brings into focus such problems as radio and the aims of fundamental education, and broadcasting techniques in relation to a somewhat specialized audience.

UNESCO sales agent in the United States is Columbia U. Press, 2960 Broadway, New York 27, N. Y.

* * *

NOTEBOOK ON COLOR TELEVISION. By Edward M. Nowl. Paul H. Wendel Publishing Co., Indianapolis. 45pp $1.

DESCRIBING fundamentals of the various proposed TV systems, *Notebook on Color Television* has been prepared by Edward M. Nowl, author of *Television for Radiomen* and lecturer for Temple U., Philadelphia, Pa., for experimenters, hobbyists and TV servicemen.

The reference book includes descriptions of basic elements of color TV; the adaption of standard TV receivers for black-and-white reception of color signals; adapters and converters for color signals; the CBS, RCA, CTI and other systems; tricolor picture tubes; color wheel assembly and control units; tabular summaries of performance characteristics and a chronology of TV development. Drawings and photographs supplement the text.

* * *

HANDBOOK OF BROADCASTING, The Fundamentals of AM, FM, FAX and TV. By Waldo Abbot. New York: McGraw-Hill Book Co. 494 pp. $5.

NEW third edition of this basic text has been published in revised form, with three-fourths of the material entirely new. Current radio progress is included, together with substantial coverage of TV, FM and facsimile.

Prof. Abbot, associate professor of speech, director of broadcasting and manager WUOM U. of Michigan, offers the dual perspective of a station manager and veteran radio educator. The book explains duties of personnel in all phases of broadcasting. Chapters on the business side of radio are included as well as news, sports, law and use of newest types of recording equipment.

* * *

OPPORTUNITIES IN TELEVISION. By Jo Ranson and Richard Pack. New York: Vocation Guidance Manuals Inc. 128 pp. $1.

BY the same authors of *Opportunities in Radio*, this latest in the Vocational Guides series is an up-to-date review of employment and career opportunities in all phases of the TV industry. Co-authors are Jo Ranson, WMGM New York director of publicity, and Richard Pack, WNEW New York program director.

Concise chapters on TV acting, writing, producing, directing, engineering, selling and promotion, research, programming, news announcing and servicing are supplemented by factual tables of actual positions with a national network, including the educational and experience requirements. Concrete salary information also is included throughout the book. Operation of networks and small TV stations is discussed in detail. A glossary of TV terms and slang is given.

Advertising is bought by the **group** of executives who plan **marketing** strategy and tactics.

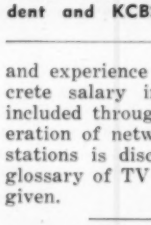
Printers' Ink is read by the whole marketing group of advertising, management, sales and agency executives who are the leading **buyers of advertising.**

INSPECTING one of the tubes at the new KCBS San Francisco 50 kw transmitter at Novato, Calif., are (l to r) Frank Stanton, CBS president, Wayne Coy, FCC chairman, and Arthur Hull Hayes, CBS vice president and KCBS general manager.

ABC SPOT SALES

Lynch, McLaughlin Named

EDWARD LYNCH, former radio-TV salesman at ABC Central Division and WENR Chicago, has been appointed manager of the Central Division national radio spot sales and WENR local sales, it was announced last week. Mr. Lynch has been with the network since 1947.



Mr. McLaughlin

Also appointed to a new post is Roy W. McLaughlin, manager of WENR-TV, who has been named to head the Central Division's national television spot sales department and WENR-TV's local sales. Mr. McLaughlin has been with ABC since 1943.

Kellogg on Mutual

KELLOGG Co., Battle Creek, Mich., for Corn Pops, will sponsor *Wild Bill Hickok* on the Mutual network starting April 1 through Leo Burnett Agency, Chicago [CLOSED CIRCUIT, March 5]. The radio verson of the show, which Corn Pops sponsors on TV also, will be aired from Hollywood Sunday, 6-6:25 p.m. (CST) on 287 stations at the start. The half-hour video series will be introduced in 24 markets on a spot basis in mid-April [BROADCASTING • TELECASTING, March 19].

KFMB-AM-TV San Diego has taken temporary offices and studios at Hotel San Diego while its permanent facilities at Pacific Square, damaged in recent fire, are undergoing reconstruction.

Strictly Business

(Continued from page 16)

tunity to become associated with "the most penetrating medium of them all," and the name "Tom Peterson" has signified "Taylor-Chicago" ever since.

Thomas Hubert Peterson was born in Fort Dodge Oct. 2, 1906. As a young man, he had other jobs besides that of lamplighter. He progressed from "soda jerk to milk deliveryman to creamery worker." At Fort Dodge High School, he liked dramatics, debating and sports. He pursued liberal arts at Illinois, where he belonged to Alpha Delta Sigma. He met his wife, the former Meribah Mabie of Evanston, Ill., on the campus at Champaign.

The Petersons live in a Dutch Colonial house in Evanston, on Chicago's North Shore. Their daughter, Roxanne, 15, attends the local high school, where she recently won a scholarship in art. Mr. Peterson spends much of his spare time at home working in his well-equipped woodwork shop. But the difference between him and most "putterers" of his ilk is that he turns out masterpieces of craftsmanship. Some of the most graceful occasional pieces in his home are "by Peterson." The family rumpus room is his creation.

Formerly active in the Chicago Kiwanis Club, Mr. Peterson now devotes much of his spare time downtown to the Chicago Executive Club, which he serves as vice chairman of the Speakers' Table Committee. He also belongs to the Chicago Athletic Assn. In Evanston community activities, he serves on the Fourth of July Celebration Committee, which each Independence Day stages an extravagant display of pyrotechnics at Northwestern U.'s Dyche Stadium. He also helps to promote the annual Evanston Community Concert.

Ad Week

GOVERNORS of eight Western states have designated this week (March 26-31) as "Advertising Recognition Week" with mayors of communities where there are ad clubs doing likewise. Dedicated to the part advertising has played and is playing in raising the standards of American living "Advertising Recognition Week" is sponsored by the Advertising Assoc. of the West.

Now!
☆WILK is 5000 Watts
☆ Wilkes-Barre, Penna.

See Page 58-D

air-casters

ROBERT LIVINGSTON, producer KFI-TV Los Angeles, named executive producer. **DON PATTON**, junior director, appointed senior director. **BILL RAPP**, floor director, named junior director. **BILL OTT**, commercial properties department, named floor manager. **ROBERT BOWMAN**, stage crew, to commercial properties department.

LEW SCHWARTZ appointed production manager WJAR-TV Providence, R. I., succeeding **J. S. SINCLAIR**, called to active duty with Navy.

FRAN YOFFEE appointed continuity director WGAL-TV Lancaster, Pa. **EUGENE GOOD** appointed staff artist for station.

MELVIN MOSS named promotional director WJIM-AM-TV Lansing, Mich. He was with WMRP Flint, Mich., and WWGS Tifton, Ga.

SCHOOL of Radio Technique, N. Y., last week announced following personnel placements: **RAY NANKEY** to WJJL Niagara Falls, N. Y., as announcer-promotion manager; **JOHN CALHOUN**, to WFLO Farmville, Va., as announcer - continuity writer; **RICHARD KIDNEY** to WBPZ Lockhaven, Pa., as announcer-continuity writer; **ALLEN PARSONS** to WCPA Clearfield, Pa., as announcer-continuity writer; **THURSTEN STABECK** to WPEP Taunton, Mass., as announcer-continuity writer.

ROBERT HENDRICKS named senior transcription clerk, CBS Hollywood, replacing **RAY ANGONA**, transferred to KTSL (TV) Los Angeles as assistant technician.

WILLIAM HEDGPETH, program director WINX Washington, appointed assistant director of operations WTOP Washington, replacing **ELMA WILLIAMS**, resigned.

BILL PETERS, traffic manager WICU (TV) Erie, Pa., to production staff WFMY-TV Greensboro, N. C.

BLY VAUGHN appointed womens director KJCK Junction City, Kan., replacing **NANCY HARRIS**, resigned. **KEN THOMAS**, graduate student, and **DON DAUER**, senior student Kansas State College, to station as staff announcers.

NONA LOU GREEN, WBAP-AM-TV Fort Worth personality, featured in article, "Meet These Interesting People," in March issue of *The Fort Worther*, Chamber of Commerce publication.

GRAHAM ARCHER, night-shift announcer KGW Portland, appointed announcer-producer *Hostess House Party*, replacing **WAYNE ROBERTS**, called to active duty with Marine Corps. **BOB ROBERTS** named announcer on night-shift. **BOB ANDERSON**, relief announcer, now on fulltime basis. **RAY BENNINGSON** and **FRANK BILLINGS**, staff announcers, resign.

JOAN LEWIS, continuity department KOLN Lincoln, Neb., to KMTV (TV) Omaha.

JOSEPH HANTIN appointed copy director WXGI Richmond, Va., replacing **CARL BAREFOOT**, resigned.

HAL FREDERICKS, disc jockey KXOK St. Louis, elected to board of directors of Outdoor Writers Assn.

ED GLACKEN, news and sports director WKRT Cortland, N. Y., to WBOC-AM-FM Salisbury, Md.

RICHARD H. CUTTING, announcer CBS Hollywood, and **EDWINA BOOTH WATERBURY**, secretary CBS, married March 15.

JAMES ORGILL, script chief WGAR Cleveland, presented award from Ohio State Safety Council for outstanding achievement for program *So Help Me, It's The Truth*.

Miss LUCKEY NORTH appointed staff announcer WBKB-TV Chicago. She was formerly with WNBQ (TV) same city.

MICHAEL RUPPE Jr., emcee *Slovenian Polka Party* WEMP Milwaukee, inducted into Army.

VERNON CRAWFORD, announcer WJNO West Palm Beach, Fla., presented "Sailfish Conservation Trophy Award" by Sailfish Conservation Club of Florida for his work in that field.

TOM GROODY, research scientist California Academy of Sciences and emcee of Academy's *Science in Action* on KGO-TV San Francisco, presented *San Francisco Examiner* "Favorite Local TV Program" award.

ANN FOUNTAIN, traffic director KOME Tulsa, Okla., resigns. Future plans not announced.

EDWARD A. BYRON, producer-director of *Mr. District Attorney* on NBC, presented citation from National Exchange Club, sponsor of National Crime Prevention Week, for his fight against crime.

MERRILY BROOKS, continuity department WBT Charlotte, N. C., appointed to program department of station.

LEE HERBERT appointed to announcing staff WHAN Charleston, S. C., replacing **TIM HAYES**, recalled to Army.

WILLIAM C. BROPHY appointed to announcing staff WTIC Hartford, Conn., replacing **JIM STRONG** who has entered Armed Services.

ALEEN SANFTLEBEN, secretary KXOK St. Louis, and George Meyer, married.

GREGG CHANCELLOR, KOME Tulsa, to KCOL Ft. Collins, Col., as announcer.

W. LEE MEREDITH, continuity director WNAX Yankton, S. D., father of boy.

RICHARD ROBBINS, director CBS *Meet The Missus*, father of boy, Randy Scott.

HARRY OWENS, KTLA (TV) Los Angeles *Harry Owens Royal Hawaiians*, father of girl, Melinda.

MAJ. EDGAR L. TIDWELL, former program director KGB San Diego, assigned to information section of Japan Logistical Command, Yokohama, as chief of Armed Forces Radio.

MARVIN MILLER, Hollywood freelance announcer, signed for featured role in film "Peking Express" by Hal Wallis Productions.

VIRGINIA PATTERSON, WLWD (TV) Dayton, to WHIO-TV Dayton as TV personality.

JACK GROGAN, production manager WNEW New York, resigns April 18 to make six-month trip abroad for radio and theatre research.

DOROTHY TROSPER appointed traffic manager WKY-TV Oklahoma City, succeeding **ART MINICK**, called to duty with Navy.

BRAD CRANDALL, director-producer WSB-TV Atlanta, father of daughter, Leslie.

JACK BERCH, of *Jack Berch Show* on NBC, appointed co-chairman of National Council of Churches' drive for clothing for needy people of all faiths.

SAM ZURICH, announcing staff WIS Columbia, S. C., father of boy, John Christopher.

SUSAN McELVEEN named receptionist at WIS Columbia, S. C., replacing **JULIE HENDRICKS**, resigned. **JOHN EVANS**, WCOS Columbia, to announcing staff WIS.

LENORE KINGSTON, emcee *Occupation: Housewife* KTTV (TV) Hollywood, named chairman of radio and TV for Women's Div., L. A. Chamber of Commerce.

News . . .

CLETE ROBERTS, news analyst KFWB and KLAC-TV Los Angeles, on eight week tour of Far East. Itinerary includes Honolulu, Wake Island, Guam, Manila, Tokyo, Hong Kong, Formosa, Korea and Australia. He will be accompanied by **RUSSELL DAY**, newsreel cameraman.

RON COCHRAN, news director WCOP Boston, to news staff, CBS Washington.

Mr. Cochran

CLYDE HESS, news analyst WTAG Worcester, had entire script from recent broadcast on gambling printed in *Worcester Telegram-Gazette*.

CHARLES SARJEANT, news staff WCCO Minneapolis, named associate news director for station.

CLEM COOPER, announcer WENT Gloversville, N. Y., named special events head replacing **PHIL SPENCER**, now in Armed Forces.

WILLIAM WINTER, news analyst KPIX (TV) San Francisco and recent winner of San Francisco Academy of TV Arts and Sciences award for best news presentation, leaves April 9 for six-weeks tour of Europe. He will film living conditions in Europe for later release on his TV program. Films will be offered for national syndication following local San Francisco release.

FORRESTER MASHBIR, director and production manager KPIX (TV) San Francisco, to KTTV (TV) Los Angeles as director of station's sports events, under supervision of **BOB BRECKNER**, executive director.

VON ORME, farm director KSL Salt Lake City, is recipient of annual "Friend of 4-H" title.

MAX ROBY, news editor KSL Salt Lake City, selected chairman of standard committee, function of National Assn. of Radio News Directors.

DON ELLIOT, newsman, WSB-AM-TV Atlanta, and Sarah Owen, announce their marriage.

a radio program and merchandising service
featuring
MARTHA CRANE
and
HELEN JOYCE
(see inside front cover)
WLS
CHICAGO 7
Clear Channel Home of the National Barn Dance

Mr. Plus

Joins the Staff
The big PLUS is MUTUAL
WWDC
WASHINGTON
JOINS MUTUAL

'RED' INQUIRY

Hill Group Launches Celebrity Probe

INQUIRY into alleged Communist influences within the entertainment field was last Wednesday on Capitol Hill, but the hearing failed to turn up any concrete evidence that radio and television are earmarked for separate study.

The hearing also was conspicuous by its absence of any television or newsreel cameras on the scene, or direct broadcast lines—a policy invoked by the House Un-American Activities Committee earlier in the week. Only tape recordings were permitted.

One witness, Actor Larry Parks, failed to throw any light on possible subversive infiltration into Hollywood's radio-TV broadcast industry. In fact, the two media were not mentioned during the session. Gale Sondergaard and Howard DaSilva also appeared.

Hearings were recessed to April 10, a tentative date, at which time authorities thought it likely that a number of celebrities would appear under subpena before the committee. It was understood, though not confirmable, that between 35 and 50 entertainment personalities—some of them in radio-TV—have been slated for subpena. Among them reportedly is Abe Burrows, CBS-TV star [BROADCASTING • TELECASTING, March 19, 12].

During Wednesday's hearing Frank Tavenner Jr., committee counsel, said the group has "succeeded to a marked degree in exposing Communist infiltration in labor organizations," and that present sessions are designed to accomplish the same objective in the entertainment world. "Past and present" party activities will be explored, he added.

Admitting that he joined the Communist Party in 1941 but had dropped membership in 1944 or 1945, Mr. Parks said there are Communists in the Actors Laboratory, a "showcase group" for actors, but stated he was not aware of any attempt to gain control of it. Mr. Parks asked that he not be required to furnish names of members.

The decision to bar TV and newsreel cameras from the hearing room was made earlier last week when Mr. Tavenner posed the question to Rep. John Wood (D-Ga.), committee chairman. The policy was adopted for Wednesday's session only, but Mr. Tavenner felt it likely that the procedure would be followed in subsequent hearings [BROADCASTING • TELECASTING, March 5].

Mr. Tavenner cited a committee agreement two years ago which served to place the problem at the discretion of the chairman when he felt it would hamper the work of committee members. After discussions between Rep. Wood and Mr. Tavenner, it was agreed to permit tape recordings or use of a sound track under a pool arrangement. The tape was used Wednesday evening by at least one Washington station.

The counsel revealed that television stations had requested permission to televise the hearing, but were turned down along with newsreel photographers.

DIZZY DEAN, (seated) baseball star, is happy over the contracts for his new program which have flowed into the offices of Colson & Co. Inc., Dallas. So are Harry Colson (r), president of the package firm, and Jim Gregory, vice president in charge of sales. Within two weeks after the transcribed series was announced, queries reportedly came from 43 states, Hawaii, Alaska and Canada. Stations already signed up are KMOX St. Louis; KXYZ Houston; KXOL Ft. Worth; KFDA Amarillo; KXLL Missoula, Mont.; WGNC Gastonia, N. C.; WINN Louisville; KCBD Lubbock, Tex.; KCRS Midland, Tex.; WALA Mobile, Ala., and WJJJ Montgomery, Ala.

PRIMARILY to acquaint government agencies with its facilities for defense production, Tele-Tone Radio Corp. has prepared 36-page illustrated booklet showing its products, plant data, history and sales growth, World War II production, engineering and research information, and thumbnail sketches of key personnel.

LEWIS' ANSWER

To Tydings' Charges

FULTON LEWIS jr., MBS news commentator, testified last Tuesday before the Senate subcommittee on privileges and elections which has been probing last fall's Maryland Senatorial election in which Sen. John Marshall Butler (R-Md.) defeated former Democratic Sen. Millard E. Tydings.

Mr. Lewis challenged Mr. Tydings' statements delivered before the committee during earlier hearings which protested the manner and method of campaigning by Sen. Butler and his campaign staff. Mr. Tydings had attacked Mr. Lewis' role in the election, asserting that the commentator made political speeches against him nightly on free time supplied by Mutual. He had charged Mr. Lewis with being "even more reckless with the truth" than Sen. Butler and protested that he was denied equal time to answer the commentator.

In answering the allegations, Mr. Lewis said the free time argument was "untenable" because Mutual sells his program to local stations who may broadcast it on their own or sell to a sponsor. The particular program in question, Mr. Lewis continued, was sponsored on MBS stations in Maryland and that his broadcasts on the Tydings-Butler campaigns were not political speeches but "strictly legitimate, truthful, factual reporting and commentary."

Mr. Lewis said: "Ex-Sen. Tydings indulged this committee in some romantic imaginings about some sort of a conspiracy between the *Chicago Tribune*, the Mutual Broadcasting System, the Washington *Times-Herald* and me, to violate laws prohibiting corporations from contributing to political campaigns."

The *Tribune* and WGN Chicago own approximately one-fifth of MBS.

Mr. Lewis added, "In so far as his radio experiences in the last campaign go, Sen. Tydings bit his own arm," asserting that the former Maryland Senate member tried to allegedly "blackjack" MBS into giving him radio time.

The Senate group has been attempting to unfold claim and counter-claim lodged by opposing factions in the November election and preceding campaign.

New Business

(Continued from page 11)

points Publicidad Badillo Inc., San Juan, P. R., to handle advertising in Puerto Rico.

EDWARD HAWES & Co. Ltd., Toronto (floor wax), starts one minute musical and dramatic programs on 25 Canadian stations. Agency: A. J. Denne & Co., Toronto.

Adpeople . . .

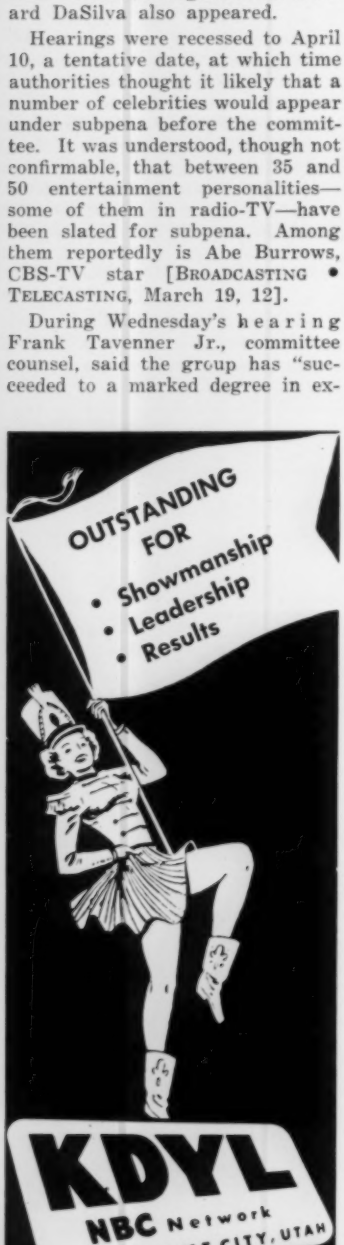
DAVID C. KETNER, brand advertising manager, Lever's No-Rinse Surf, appointed vice president in charge of advertising for Pepsodent division of Lever Brothers.

Mr. Ketner

J. L. MOORE, general sales manager Folger Coffee Co., S. F., elected vice president of firm.

ERIC P. ALVORD, Philippines Air Lines, named advertising and public relations manager Morris Plan of California, S. F.

BRUCE W. WERT, sales promotion staff Goodyear Tire & Rubber Co., Akron, appointed director of advertising media, succeeding R. D. FIRESTONE, resigned.



programs promotion premiums

TAXPAYERS SPONSOR ● ●

KHJ Los Angeles, *Voice of Freedom*, Sun., 11:15-11:30 a.m. (PST). Robert T. Le Fevre, author, political and geopolitical books, speaks on taxes and other issues of public interest and answers questions sent in by listeners. Program sponsored by United Taxpayers of California Inc., non-profit organization. Agency: Raymond R. Morgan Co., L. A.

POLKA SHOW ● ● ●

WEMP Milwaukee, *Slovenian Polka Party*, Sun. 10-10:30 a.m., complete show devoted to polka tunes. Program directed to young and old people of area playing tunes of noted polka artists. Show founded by Michael Rupp Jr., who wrote, produced and announced show, until called into Army recently.

MET FUND DRIVE ● ● ●

ABC presented special two-hour *Metropolitan Opera Jamboree* March 24, 8-10 p.m., in cooperation with the Met's Fund Committee drive to raise $750,000. Operatic "jam session" was to feature performances by Broadway, Hollywood and Met celebrities to stimulate telephone contributions from across country.

FIRST LIVE SHOW ● ● ●

WOI-TV Ames, Iowa, program *Show Without a Name*, Mon., 6:30-6:45 p.m. Program, featuring topics concerning garden, yard, landscaping, tree planting, care of houseplants, use of fungicides and insecticides, will be named by viewers. Dick Cech conducts show.

NEWS STYLE ● ● ●

KGO-TV San Francisco announced premiere of Edmund Lowe's *Front Page Detective* in promotion sheet to trade simulating newspaper front page with pictures, stories and headlines, news style, telling of various promotion and merchandising angles of Wine Growers Guild new TV campaign in Northern California. Station also sent bottles of Guild Wine and special press kit to newspaper and trade press representatives boosting program and sponsor's product.

DANGEROUS BROADCAST ●

WDOS Oneonta, N. Y., carried taped broadcast of daring bobsled ride down Mt. Van Hoevenberg, Lake Placid. Sportscasters Sandy Squires and Bob Thompson made recordings of run via walkie-talkie with Mr. Squires aboard and Mr. Thompson recording. The duo also made interviews with noted winter sports stars.

★ ★ ★ ★ ★ ★ ★ ★

NEW TYPE OF FORUM

WOL Washington, *Call The Forum, started* Sun., March 5, audience at home asking questions of forum members via telephone. Calls are recorded and given to panel member for answering. Shows will feature members of Congress including Sen. Robert Taft (R-Ohio) and Rep. T. Millet Hand (R-N. J.).

★ ★ ★ ★ ★ ★ ★ ★

NO PRIZE QUIZ ● ● ●

WNOR Norfolk, Va., reports successful daily quiz show which offers no prizes. Every morning, Disc Jockey Ted Harding asks his listeners "Daffy Riddle." If he gets five correct answers over phone during playing of one record, his listeners win game; if not, Mr. Harding wins. Last month 250 riddles were sent in by listeners, station reports.

NATURE DISCUSSIONS ● ●

KRON-TV San Francisco, *Stop, Look & Listen*, Tues. 5:15 p.m., features Janet Nickelsburg and group of school children in discussions of nature topics. Specimens and pets of children are exhibited on the program.

RADIO AD COURSE ● ● ●

KYSM Mankato, Minn., in conjunction with U. of Minnesota held refresher course in principles of advertising for staff of station Feb. 27. John F. Meegher, KYSM general manager, and Gene Seehafer, assistant professor of advertising, conducted three conferences on selling radio time, developing successful retail radio advertising campaigns and radio copy writing.

CAREER FORUM ● ● ●

WFBR Baltimore, *Youth Career Forum*, program designed to aid high school students in choosing vocations. Linnea Nelson, former timebuyer at J. Walter Thompson Co., Chicago, inaugurated first show Feb. 1, speaking on advertising. Other noted speakers will appear on show that has backing of local school board.

PROMOTION SHEET ● ● ●

KPIX (TV) San Francisco plugs its new *Rumpus Room* show in sales promotion sheet to trade. Stars of program, Monty and Natalie Masters, are billed as "KPIX's 'Masters' of sales." Text urges advertisers to let the Masters "build sales for you . . . Join our impressive list of satisfied sponsors." Participations on program are offered at $75.

SCHOLARSHIP AWARD ● ●

WQAN Scranton conducting 13-week educational series with more than 100 local high school students participating. Students took elimination exams for six top ranking scholars who take part in series. Winner will be awarded one-year full tuition, non-resident scholarship to U. of Scranton, Marywood College, or Keystone Junior College.

THE BIG TOWN SHOW ● ●

WINS New York, *Know Your Town*, 7:15-7:30 p.m., a weekly interview-type program to acquaint New Yorkers through representatives of city's many clubs and organizations with what's going on in town.

CORPORATE NAME of CKPR Fort William, Ont., has been changed to H F. Dougall Co. Ltd., according to the radio branch, Dept. of Transport, Ottawa.

CATHOLIC DRIVE

McCarthy Heads Fund Group

EUGENE J. McCARTHY, sales staff, CBS, has been appointed chairman of the Radio, Television and Theatre Div. of the Cardinal's Committee of the Laity in the 1951 Catholic Charities fund drive.

Vice chairmen are William P. Gargan, of William Gargan Productions, New York, and James V. McConnell, NBC.

Other members of the division are Charles C. Barry, Martin Begley and Charles Binnis, all of NBC; Joe Bier, WOR New York; Frank Burke, *Radio Daily*; James Caddigan, DuMont TV network; Fred Coll, Coll & Freedman, N. Y.; Jack Costello, American Federation of Radio Artists; John Doscher, WOR New York; "Uncle Jim" Harkins, Red Skelton shows; Anthony Hennig, ABC; Edward J. Herlihy, NBC; John Reed King, announcer; Edgar Kobak, business consultant; Thomas F. Malone, Adam J. Young Jr. Inc.; Thomas J. McDermott, N. W. Ayer & Son, New York; James McGarry, BBDO, New York; Thomas J. McMahon, N. W. Ayer & Son; John McNeil, TV consultant; John J. McSweeney, WMCA New York; C. Nicholas Priaulx, ABC; Pat Stanton, WOV New York; Jack Thompson, Free & Peters; Joseph J. Weed, Weed & Co.; Richard Winters, WINS New York, and Adam J. Young, Adam J. Young Jr. Inc., New York.

Harold Swisher

HAROLD SWISHER, veteran newsman, died March 16 of heart attack on a Southern Pacific passenger train at Del Rio, Tex. Mr. Swisher was radio manager of the UP Western Division.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

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MEMBER N. A. B.
66 ACACIA DRIVE
ATHERTON, CALIFORNIA
DAVENPORT 3-3061
PAUL W. McCOLLISTER, General Manager

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FEATURE PROGRAMS
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Revised Proposed TV Channel Allocations

FURTHER REVISION of FCC's proposed table of television allocations for the U. S. on a city-by-city basis, announced by the Commission last Thursday (see story page 19), is reprinted herewith. It provides for some 2,000 commercial and noncommercial (educational) VHF and UHF stations in more than 1,200 communities. "Illustrative" border allocations for Canada and Mexico also are given.

Hearings on the specific allocations begin May 23 while comments of approval or opposition must be filed not later than April 23, with replies thereto by May 8.

The new table completely supplants earlier tables proposed in 1948 and 1949. New table also specifies by asterisk (*) those 82 VHF and 127 UHF channels specifically reserved for educational stations on an "indefinite" period basis. All channels are of the same class, FCC having dropped earlier proposals to provide for metropolitan, community and rural classes of stations.

Revised proposed allocations are as follows:

*** INDICATES RESERVED FOR "INDEFINITE" PERIOD FOR NONCOMMERCIAL, EDUCATIONAL USE.**

	VHF Channel No.	UHF Channel No.
ALABAMA		
Andalusia	..	29
Anniston	..	37
Auburn	..	56*
Bessemer	..	54
Birmingham	6, 10*, 13	42, 48
Brewton	..	23
Clanton	..	14
Cullman	..	60
Decatur	..	23
Demopolis	..	18
Dothan	9	19
Enterprise	..	40
Eufaula	..	44
Florence	..	41
Fort Payne	..	19
Gadsden	..	15, 21
Greenville	..	49
Guntersville	..	40
Huntsville	..	31
Jasper	..	17
Mobile	5, 8	42*, 48
Montgomery	12	20, 26*, 32
Opelika	..	22
Sheffield	..	47
Selma	..	58
Sylacauga	..	24
Talladega	..	64
Thomasville	..	27
Troy	..	38
Tuscaloosa	..	45, 51
Tuskegee	..	16
University	7*	..
ARIZONA		
Ajo	..	14
Bisbee	..	15
Casa Grande	..	18
Clifton	..	25
Coolidge	..	30
Douglas	3	..
Eloy	..	24
Flagstaff	9, 11	..
Globe	..	34
Holbrook	..	14
Kingman	6	..
Mesa	12	..
Miami	..	28
Morenci	..	31
Nogales	..	17
Phoenix	4, 5, 8*, 10	..
Prescott	..	15
Safford	..	21
Tucson	2, 6*, 7	..
Williams	..	25
Winslow	..	16
Yuma	11, 13	..
ARKANSAS		
Arkadelphia	..	34
Batesville	..	30
Benton	..	40
Blytheville	3	64
Camden	..	50
Conway	..	49
El Dorado	10	26
Fayetteville	13*	41
Forrest City	..	22
Fort Smith	5	16*, 22
Harrison	..	24
Helena	..	54
Hope	..	15
Hot Springs	9	52
Jonesboro	8	39
Little Rock	2*, 4, 11	17, 23
Magnolia	..	28
Malvern	..	46
Morrilton	..	43
Newport	..	28
Paragould	..	44
Pine Bluff	7	36
Russellville	..	19
Searcy	..	33
Springdale	..	35
Stuttgart	..	14
CALIFORNIA		
Alturas	9	..
Bakersfield	10	29
Brawley	..	25
Chico	12	..
Corona	..	52
Delano	..	33
El Centro	..	16
Eureka	3, 13	..
Fresno	12	18*, 24
Hanford	..	21
Los Angeles— 2, 4, 5, 7, 9, 11, 13		22, 28*, 34
Madera	..	30
Merced	..	34
Modesto	..	14
Monterey	8	..
Napa	..	62
Oakland (see San Francisco)		
Oxnard	..	32
Petaluma	..	56
Red Bluff	..	16
Redding	7	..
Riverside	..	40, 46
Sacramento	6, 10	40*, 46
Salinas	..	28
San Bernardino	..	18, 24*, 30
San Buenaventura	..	38
San Diego	3*, 8, 10	21, 27, 33
San Francisco-Oakland— 2, 4, 5, 7, 9*		20, 26, 32, 38, 44
San Jose	11	48, 54*, 60
San Luis Obispo	6	..
Santa Barbara	..	20, 26
Santa Cruz	..	16
Santa Maria	..	44
Santa Paula	..	16
Santa Rosa	..	50
Stockton	13	36, 42*
Tulare	..	27
Ukiah	..	18
Visalia	3	..
Watsonville	..	22
Yreka	11	..
Yuba City	..	52
COLORADO		
Alamosa	..	19
Boulder	9*	22
Canon City	..	36
Colorado Springs	10, 12	17*, 23
Craig	..	19
Delta	..	24
Denver	2, 4, 6*, 7	20, 26
Durango	..	15
Fort Collins	..	44
Fort Morgan	..	15
Grand Junction	..	21
Greeley	..	50
La Junta	..	24
Lamar	..	18
Leadville	..	14
Longmont	..	32
Loveland	..	38
Montrose	..	18
Pueblo	3, 5, 8*	28, 34
Salida	..	25
Sterling	..	25
Trinidad	..	21
Walsenburg	..	30
CONNECTICUT		
Bridgeport	..	43, 49
Hartford	..	18, 24
Meriden	..	65
New Britain	..	30
New Haven	8	59
New London	3	63
Norwalk (See Stamford)		
Norwich	..	57
Stamford-Norwalk	..	27
Storrs	..	26*
Waterbury	..	53
DELAWARE		
Dover	..	40
Wilmington	12	53, 59*
DISTRICT OF COLUMBIA		
Washington	4, 5, 7, 9	20, 26*
FLORIDA		
Belle Glade	..	25
Bradenton	..	28
Clearwater	..	32
Daytona Beach	2	..
De Land	..	44
Fort Lauderdale	..	17, 23
Fort Myers	11	..
Fort Pierce	..	19
Gainesville	5*	20
Jacksonville	4, 7*, 12	30, 36
Key West	..	14, 20
Lake City	..	33
Lakeland	..	16, 22
Lake Wales	..	14
Leesburg	..	26
Marianna	..	17
Miami	2*, 4, 7, 10	..
Ocala	..	15
Orlando	6, 9	18, 24*
Palatka	..	17
Panama City	7	30*, 36
Pensacola	3, 10	15, 21*
Quincy	..	54
St. Augustine	..	25
St. Petersburg (See Tampa)		
Sanford	..	35
Sarasota	..	34
Tallahassee	2, 11*	24
Tampa-St. Petersburg— 3*, 8, 10, 13		..
West Palm Beach	5, 12	15*, 21
GEORGIA		
Albany	10	25
Americus	..	31
Athens	8*	60
Atlanta	2, 5, 11	30*, 36
Augusta	6, 12	..
Bainbridge	..	35
Brunswick	..	28, 34
Cairo	..	45
Carrollton	..	33
Cartersville	..	63
Cedartown	..	53
Columbus	4	28, 34*
Cordele	..	43
Dalton	..	25
Douglas	..	32
Dublin	..	15
Elberton	..	16
Fitzgerald	..	23
Fort Valley	..	18
Gainesville	..	52
Griffin	..	39
La Grange	..	50
Macon	13	41*, 47
Marietta	..	57
Milledgeville	..	51
Moultrie	..	48
Newnan	..	61
Rome	9	59
Savannah	3, 9*, 11	..
Statesboro	..	22
Swainsboro	..	20
Thomasville	6	27
Tifton	..	14
Toccoa	..	35
Valdosta	8	..
Vidalia	..	26
Waycross	..	16
IDAHO		
Blackfoot	..	33
Boise	4*, 7, 9	..
Burley	..	15
Caldwell	2	..
Coeur d' Alene	12	..
Emmett	..	26
Gooding	..	23
Idaho Falls	3, 8	..
Jerome	..	17
Kellogg	..	33
Lewiston	3	..
Moscow	..	15*
Nampa	6, 12	..
Payette	..	14
Pocatello	6, 10	..
Preston	..	41
Rexburg	..	27
Rupert	..	21
Sandpoint	9	..
Twin Falls	11, 13	..
Wallace	..	27
Weiser	..	20
ILLINOIS		
Alton	..	48
Aurora	..	16
Belleville	..	54
Bloomington	..	15
Cairo	..	24
Carbondale	..	34
Centralia	2	32
Champaign	..	21
Chicago	2, 5, 7, 9, 11*	20, 26, 32, 38, 44
Danville	..	24
Decatur	..	17, 23
Dixon	..	47
Elgin	..	28
Freeport	..	23
Galesburg	..	40
Harrisburg	..	22
Jacksonville	..	29
Joliet	..	48
Kankakee	..	14
Kewanee	..	60
La Salle	..	35
Lincoln	..	53
Macomb	..	61
Marion	..	40
Mattoon	..	44
Moline (See Davenport, Iowa)		
Mt. Vernon	..	38
Olney	..	16
Pekin	..	49
Peoria	8	37*, 43
Quincy	10	21
Rockford	13	39, 45*
Rock Island (See Davenport, Iowa)		
Springfield	3	20, 26*
Streator	..	63
Urbana	12*	27, 33
Vandalia	..	28
Waukegan	..	22
INDIANA		
Anderson	..	61
Angola	..	13
Bedford	..	29
Bloomington	4	30*, 36
Columbus	..	42
Connersville	..	38
Elkhart	..	52
Evansville	7	50, 56*, 62
Fort Wayne	..	21, 27*, 33
Gary	..	50
Indianapolis	6, 8, 13*	20, 26
Hammond	..	56
Jasper	..	19
Kokomo	..	31
Lafayette	..	47*, 59
Lebanon	..	18
Logansport	..	51
Madison	..	25
Marion	..	29
Michigan City	..	62
Muncie	..	49, 55
Richmond	..	22
Shelbyville	..	58
South Bend	..	34, 40*, 46
Tell City	..	31
Terre Haute	10	57*, 63
Vincennes	..	44
Washington	..	60
IOWA		
Algona	..	27
Ames	5	25
Atlantic	..	45
Boone	..	19
Burlington	..	32, 38
Carroll	..	39
Cedar Rapids	9	20, 26*
Centerville	..	31
Charles City	..	18
Cherokee	..	14
Clinton	..	64
Creston	..	43
Davenport-Rock Island-Moline (Ill.)	4, 6	30*, 36, 42
Decorah	..	44
Des Moines	8, 11*, 13	17, 23
Dubuque	..	56, 62
Estherville	..	24
Fairfield	..	54
Fort Dodge	..	21
Fort Madison	..	50
Grinnell	..	46
Iowa City	2*	24
Keokuk	..	44
Knoxville	..	33
Marshalltown	..	49
Mason City	12	35
Muscatine	..	58
Newton	..	29
Oelwein	..	28
Oskaloosa	..	52
Ottumwa	..	15
Red Oak	..	32
Shenandoah	..	26
Sioux City	4, 9	30*, 36
Spencer	..	42
Storm Lake	..	34
Waterloo	7	16, 22*
Webster City	..	27
KANSAS		
Abilene	..	31
Arkansas City	..	49
Atchison	..	60
Chanute	..	50
Coffeyville	..	33
Colby	..	22
Concordia	..	47
Dodge City	6	23
El Dorado	..	55
Emporia	..	39
Fort Scott	..	27
Garden City	9, 11	..
Goodland	..	31
Great Bend	2	28
Hays	7	20
Hutchinson	12	18
Independence	..	29
Iola	..	44

	VHF Channel No.	UHF Channel No.
Junction City	..	29
Larned	..	15
Lawrence	11*	17
Leavenworth	..	54
Liberal	..	14
McPherson	..	26
Manhattan	8*	23
Newton	..	14
Olathe	..	52
Onaga	..	21
Parsons	..	46
Pittsburg	7	38
Pratt	..	36
Salina	..	34
Topeka	13	42, 48*
Wellington	..	24
Wichita	3, 10	16, 22*
Winfield	..	43
KENTUCKY		
Ashland	..	59
Bowling Green	13	17
Campbellsville	..	40
Corbin	..	16
Danville	..	35
Elizabethtown	..	23
Frankfort	..	43
Glasgow	..	28
Harlan	..	36
Hazard	..	19
Hopkinsville	..	20
Lexington	..	27, 33
Louisville	3, 11	15*, 21
Madisonville	..	26
Mayfield	..	49
Maysville	..	24
Middlesborough	7	57
Murray	..	33
Owensboro	..	14
Paducah	6	43
Pikeville	..	14
Princeton	..	45
Richmond	..	60
Somerset	..	22
Winchester	..	37
LOUISIANA		
Abbeville	..	42
Alexandria	11, 13	..
Bastrop	..	53
Baton Rouge	10	28, 34*, 40
Bogalusa	..	39
Crowley	..	21
DeRidder	..	14
Eunice	..	64
Franklin	..	46
Hammond	..	51
Houma	..	30
Jackson	..	18
Jennings	..	48
Lafayette	5	38
Lake Charles	7	19*, 25
Minden	..	30
Monroe	8	43
Morgan City	..	36
Natchitoches	..	17
New Iberia	..	15
New Orleans	2*, 4, 6, 7	20, 26, 32
Oakdale	..	54
Opelousas	..	58
Ruston	..	20
Shreveport	3, 12	..
Thibodaux	..	24
Winnfield	..	22
MAINE		
Auburn	..	23
Augusta	10	29
Bangor	2, 5	16*
Bar Harbor	..	22
Bath	..	65
Belfast	..	41
Biddeford	..	59
Calais	7	20
Dover-Foxcroft	..	18
Fort Kent	..	17
Houlton	..	24
Lewiston	8	17
Millinocket	..	14
Orono	12*	..
Portland	6, 13	47*, 53
Presque Isle	8	19
Rockland	..	25
Rumford	..	55
Van Buren	..	15
Waterville	..	35
MARYLAND		
Annapolis	..	14
Baltimore	2, 11, 13	18, 24*, 30
Cambridge	..	22
Cumberland	..	17
Frederick	..	62
Hagerstown	..	52
Salisbury	..	16
MASSACHUSETTS		
Barnstable	..	52
Boston	2*, 4, 5, 7	44, 50, 56
Brockton	..	62
Fall River	..	40, 46
Greenfield	..	42
Holyoke (See Springfield)		
Lawrence	..	38
Lowell	..	32
New Bedford	..	28, 34
Northampton	..	36
North Adams	..	15
Pittsfield	..	64
Springfield-Holyoke	..	55, 61
Worcester	..	14, 20
MICHIGAN		
Alma	..	41
Alpena	9	30
Ann Arbor	..	20, 26*
Bad Axe	..	15
Battle Creek	..	58, 64
Bay City	..	63
Benton Harbor	..	42
Big Rapids	..	39
Cadillac	..	45
Cheboygan	4	36
Detroit	2, 4, 7	50, 56*, 62
East Lansing	..	60
East Tawas	..	25
Escanaba	13	..
Flint	12	16, 22*, 28
Gladstone	..	40
Grand Rapids	8	17*, 23
Hancock	5	..
Houghton	..	19
Iron Mountain	9	27
Iron River	12	..
Ironwood	..	31
Jackson	..	48
Kalamazoo	3	36
Lansing	6	54
Ludington	..	18
Manistee	..	15
Manistique	..	14
Marquette	3	17
Midland	..	19
Mount Pleasant	..	47
Muskegon	..	29, 35
Petoskey	..	31
Pontiac	..	44
Port Huron	..	34
Rogers City	..	24
Saginaw	..	51, 57
Sault Ste. Marie	8, 10	28, 34*
Traverse City	5	20, 26*
West Branch	..	21
MINNESOTA		
Albert Lea	..	57
Alexandria	..	36
Austin	6	51
Bemidji	..	24
Brainerd	12	..
Cloquet	..	44
Crookston	..	21
Detroit Lakes	..	18
Duluth-Superior (Wis.)—	3, 6, 8*	32, 38
Ely	..	16
Fairmont	..	40
Faribault	..	20
Fergus Falls	..	16
Grand Rapids	..	20
Hastings	..	29
Hibbing	10	..
International Falls	11	..
Little Falls	..	14
Mankato	..	15
Marshall	..	22
Minneapolis-St. Paul—	2*, 4, 5, 9, 11	17, 23
Montevideo	..	19
New Ulm	..	43
Northfield	..	26
Owatonna	..	45
Red Wing	..	63
Rochester	10	55
St. Cloud	7	33
St. Paul (See Minneapolis)		
Stillwater	..	39
Thief River Falls	..	15
Virginia	..	26
Wadena	..	27
Willmar	..	31
Winona	..	61
Worthington	..	32
MISSISSIPPI		
Biloxi	13	44*, 50
Brookhaven	..	37
Canton	..	16
Clarksdale	6	32
Columbia	..	35
Columbus	..	28
Corinth	..	29
Greenville	..	21, 27
Greenwood	..	24
Grenada	..	15
Gulfport	..	56
Hattiesburg	9	17
Jackson	3, 12	19*, 25
Kosciusko	..	52
Laurel	..	33
Louisville	..	46
McComb	..	31
Meridian	11	30, 36*
Natchez	..	29
Pascagoula	..	22
Picayune	..	14
State College	2*	..
Starkville	..	34
Tupelo	..	38
University	..	20*
Vicksburg	..	41
West Point	8	56
Yazoo City	..	49
MISSOURI		
Cape Girardeau	12	18
Carthage	..	56
Caruthersville	..	27
Chillicothe	..	14
Clinton	..	15
Columbia	8*	16, 22
Farmington	..	52
Festus	..	14
Fulton	..	24
Hannibal	7	27
Jefferson City	13	33
Joplin	12	30
Kansas City	4, 5, 9*	19, 25
Kennett	..	21
Kirksville	12	18
Lebanon	..	23
Marshall	..	40
Maryville	..	26
Mexico	..	45
Moberly	..	35
Monett	..	14
Nevada	..	18
Poplar Bluff	..	15
Rolla	..	31
St. Joseph	2	30, 36*
St. Louis	4, 5, 9*, 11	30, 36, 42
Sedalia	6	28
Sikeston	..	37
Springfield	3, 10	26*, 32
West Plains	..	20
MONTANA		
Anaconda	2	..
Billings	2, 8, 11*	..
Bozeman	9*	22
Butte	4, 6, 7*	..
Cut Bank	..	20
Deer Lodge	..	25
Dillon	..	20
Glasgow	..	16
Glendive	..	18
Great Falls	3, 5	23*
Hamilton	..	17
Hardin	4	..
Havre	9, 11	..
Helena	10, 12	..
Kalispell	8	..
Laurel	..	14
Lewistown	13	..
Livingston	..	16
Miles City	3, 6*, 10	..
Missoula	11*, 13	21
Polson	..	18
Red Lodge	..	18
Shelby	..	14
Sidney	..	14
Whitefish	..	16
Wolf Point	..	20
NEBRASKA		
Alliance	12	21
Beatrice	..	40
Broken Bow	..	14
Columbus	..	49
Fairbury	..	35
Falls City	..	38
Fremont	..	52
Grand Island	11	21
Hastings	5	27
Kearney	13	19
Lexington	..	23
Lincoln	10, 12	18*, 24
McCook	8	17
Nebraska City	..	50
Norfolk	..	33
North Platte	2, 4	..
Omaha	3, 6, 7*	16, 22, 28
Scottsbluff	10	16
York	..	15
NEVADA		
Boulder City	4	..
Carlin	..	14
Carson City	..	37
Elko	10	..

* INDICATES RESERVED FOR "INDEFINITE" PERIOD FOR NONCOMMERCIAL, EDUCATIONAL USE.

ROLL OUT THE POLKAS

Is Theme of Brewery Television Program

KRANTZ BREWING Corp., Findlay, Ohio, has keyed its TV advertising to polka rhythm and is dancing a schottische over its success.

The brewery, maker of Old Dutch Beer, has capitalized on the tremendous regional interest in polka music throughout Northern Ohio and is producing a weekly one-hour TV show via WEWS(TV) Cleveland built around the polka theme.

A few pop tunes creep in, but for the most part it's polka, polka, polka. A retailer tie-in is the Polka Hit Parade which features the five top polkas of the week as voted by post cards available at Old Dutch Beer outlets.

The *Old Dutch Polka Revue* features a different band each week and Jack Clifton, talented disc jockey, is on hand to roll out the polkas, in addition to rolling out a commercial now and then.

Another program over WSPD-TV Toledo, is a five-day-weekly midnight production featuring a girl and boy pianist and vocalist team. Format consists of playing requests and interviewing guests from local bistros. The half-hour program is called *Old Dutch Nite Cap.*

Both shows are produced by the brewery's agency, Ohio Adv. Agency Inc. of Cleveland. Herman Spero is account executive.

It's Disc Jockey Clifton who suggests to Northern Ohio televiewers, "Let's have another piece of polka music and let's have another glass of Old Dutch Beer."

(Continued on page 58-B)

Revised Proposed TV Channel Allocations

(Continued from page 58-A)

* INDICATES RESERVED FOR "INDEFINITE" PERIOD FOR NONCOMMERCIAL, EDUCATIONAL USE.

	VHF Channel No.	UHF Channel No.
Ely	3, 6	..
Fallon	..	29
Goldfield	5	..
Hawthorne	..	31
Henderson	2	..
Las Vegas	8, 10*, 13	..
Lovelock	..	18
McGill	8	..
Reno	3, 8	21*, 27
Tonopah	9	..
Winnemucca	7	..
Yerington	..	33
NEW HAMPSHIRE		
Berlin	..	26
Claremont	..	37
Concord	..	27
Durham	11*	..
Keene	..	45
Laconia	..	43
Littleton	..	24
Manchester	9	48
Nashua	..	54
Portsmouth	..	19
Rochester	..	21
NEW JERSEY		
Asbury Park	..	58
Atlantic City	..	46, 52
Bridgeton	..	64
Newark	13	..
New Brunswick	..	47
Paterson	..	37
Trenton	..	41
Wildwood	..	48
NEW MEXICO		
Alamogordo	..	17
Albuquerque	4, 5*, 7, 13	..
Artesia	..	21
Atrisco-Five Points	..	18
Belen	..	24
Carlsbad	6	23
Clayton	..	27
Clovis	12	35
Deming	..	14
Farmington	..	17
Gallop	3, 10	..
Hobbs	..	46
Hot Springs	..	19
Las Cruces	..	22
Las Vegas	..	14
Lordsburg	..	23
Los Alamos	..	20
Lovington	..	27
Portales	..	22
Raton	..	46
Roswell	3*, 8, 10	..
Santa Fe	2, 9*, 11	..
Silver City	12	..
Socorro	..	15
Tucumcari	..	25
NEW YORK		
Albany-Schenectady-Troy	6	17*, 23
Amsterdam	..	52
Auburn	..	37
Batavia	..	33
Binghamton	12	40, 46*
Buffalo	4, 7	17, 23*
Cortland	..	56
Dunkirk	..	46
Elmira	..	18, 24
Glens Falls	..	39
Gloversville	..	29
Hornell	..	50
Ithaca	..	14*, 20
Jamestown	..	58
Malone	..	20
Massena	..	14
Middletown	..	60
New York	2, 4, 5, 7, 9, 11	19, 25*, 31
Niagara Falls	2	..
Ogdensburg	..	24
Olean	..	54
Oneonta	..	48
Oswego	..	31
Plattsburg	..	28
Poughkeepsie	..	21
Rochester	5, 10	15, 21*, 27
Rome (See Utica)		
Saranac Lake	..	18
Schenectady (See Albany)		
Syracuse	3, 8	43*
Troy (See Albany)		
Utica-Rome	13	19, 25*
Watertown	..	35
NORTH CAROLINA		
Ahoskie	..	53
Albermarle	..	20
Asheville	13	56*, 62
Burlington	..	63
Chapel Hill	4*	..
Charlotte	3, 9	36, 42*
Durham	11	40*, 46
Elizabeth City	..	31
Fayetteville	..	18
Gastonia	..	48
Goldsboro	..	34
Greensboro	2	51*, 57
Greenville	9	..
Henderson	..	52
Hendersonville	..	27
Hickory	..	30
High Point	..	15
Jacksonville	..	16
Kannapolis	..	59
Kinston	..	26
Laurinburg	..	41
Lumberton	..	21
Mount Airy	..	55
New Bern	13	..
Raleigh	5	22*, 28
Roanoke Rapids	..	30
Rocky Mount	..	50
Salisbury	..	53
Sanford	..	38
Shelby	..	39
Southern Pines	..	49
Statsville	..	64
Washington	7	..
Wilmington	6	29, 35*
Wilson	..	56
Winston-Salem	12	26, 32*
NORTH DAKOTA		
Bismarck	5, 12	18, 24*
Bottineau	..	16
Carrington	..	26
Devils Lake	8	14
Dickinson	2, 4	17*
Fargo	6, 13	34*, 40
Grafton	..	17
Grand Forks	2*, 10	..
Harvey	..	22
Jamestown	7	42
Lisbon	..	23
Minot	6*, 10, 13	..
New Rockford	..	20
Rugby	..	38
Valley City	4	32
Wahpeton	..	45
Williston	8, 11	34*
OHIO		
Akron	..	49, 55*, 61
Ashtabula	..	15
Athens	..	62
Bellefontaine	..	63
Cambridge	..	26
Canton	..	29
Chillicothe	..	56
Cincinnati	5, 9, 12	48*, 54
Cleveland	3, 5, 8	19, 25*
Columbus	4, 6, 10	34*, 40
Coshocton	..	20
Dayton	2, 7	16*, 22
Defiance	..	43
Findlay	..	53
Gallipolis	..	18
Hamilton-Middletown	..	65
Lancaster	..	28
Lima	..	35, 41
Lorain	..	31
Mansfield	..	36
Marion	..	17
Massillon	..	23
Middletown (See Hamilton)	..	..
Mount Vernon	..	58
Newark	..	60
Oxford	..	14*
Piqua	..	44
Portsmouth	..	30
Sandusky	..	59
Springfield	..	46, 52
Steubenville	..	51
Tiffin	..	47
Toledo	11, 13	30*
Warren	..	21
Youngstown	..	27, 33
Zanesville	..	50
OKLAHOMA		
Ada	..	50
Altus	..	36
Alva	..	30
Anadarko	..	58
Ardmore	..	55
Bartlesville	..	62
Blackwell	..	51
Chickasha	..	64
Claremore	..	15
Clinton	..	32
Duncan	..	39
Durant	..	27
Elk City	12	15
El Reno	..	56
Enid	5	21, 27*
Frederick	..	44
Guthrie	..	48
Guymon	..	20
Hobart	..	23
Holdenville	..	14
Hugo	..	21
Lawton	11	28*, 34
McAlester	..	47
Miami	..	58
Muskogee	8	39, 45*
Norman	..	31, 37*
Oklahoma City	7, 9, 13*	19, 25
Okmulgee	..	26
Pauls Valley	..	61
Ponca City	..	40
Pryor Creek	..	64
Sapulpa	..	42
Seminole	..	59
Shawnee	..	53
Stillwater	..	29
Tulsa	2, 4*, 6	17, 23
Vinita	..	28
Woodward	8	..
OREGON		
Albany	..	55
Ashland	..	14
Astoria	..	30
Baker	..	37
Bend	..	15
Burns	..	16
Corvallis	7*	49
Eugene	9*	20, 26
Grants Pass	..	30
Klamath Falls	2	..
La Grande	13	..
Lebanon	..	43
McMinnville	..	46
Medford	4, 5	..
North Bend	..	16
Pendleton	..	28
Portland	6, 8, 10*, 12	21, 27
Roseburg	..	28
Salem	3	18*, 24
Springfield	..	37
The Dalles	..	32
PENNSYLVANIA		
Allentown	..	39, 45
Altoona	..	19, 25
Bethlehem	..	51
Bradford	..	48
Butler	..	43
Chambersburg	..	46
Du Bois	..	31
Easton	..	57
Emporium	..	42
Erie	12	35, 41*
Harrisburg	..	27, 33
Hazleton	..	63
Johnstown	6	56
Lancaster	8	21
Lebanon	..	15
Lewistown	..	38
Meadville	..	37
New Castle	..	45
Oil City	..	64
Philadelphia	3, 6, 10	17, 23, 29, 35*
Pittsburgh	2, 11, 13*	47, 53
Reading	..	55, 61
Scranton	..	16, 22
Sharon	..	39
State College	..	44*
Sunbury	..	65
Uniontown	..	14
Washington	..	63
Wilkes-Barre	..	28, 34
Williamsport	..	36
York	..	43, 49
RHODE ISLAND		
Providence	10, 12	16, 22*
SOUTH CAROLINA		
Aiken	..	54
Anderson	..	58
Camden	..	14
Charleston	2, 5, 13*	..
Columbia	7, 10	19*, 25
Conway	..	23
Florence	8	..
Georgetown	..	27
Greenville	4	23, 29*
Greenwood	..	21
Lake City	..	55
Lancaster	..	31
Laurens	..	45
Marion	..	43
Newberry	..	37
Orangeburg	..	44
Rock Hill	..	61
Spartanburg	..	17
Sumter	..	47
Union	..	65
SOUTH DAKOTA		
Aberdeen	9	17
Belle Fourche	..	23
Brookings	8*	25
Hot Springs	..	17
Huron	12	15
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EX-GRID STAR

Lugs Ball for TV in Texas

A FORMER U. of Texas end and World War II combat pilot carried the ball for television in the Texas Legislature at Austin.

Rep. Blount

R. E. (Peppy) Blount, state representative from Big Spring, introduced a resolution to force state-supported schools to sell video rights to the highest bidder [BROADCASTING • TELECASTING, March 5].

This added up to asking the Southwest Conference to defy the NCAA ban against live television of college football games. After being shunted to a sub-committee, the resolution emerged as only a "suggestion from the legislature" instead of a semi-compulsory directive.

In Austin, it is well-known that Rep. Blount does not easily accept defeat and Rep. Blount knows that the game is not over. He may try again.

Rep. Blount played on the Texas teams which defeated Alabama in the 1948 Sugar Bowl game, and crumbled Georgia in the 1949 Orange Bowl classic.

MARCH 26, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

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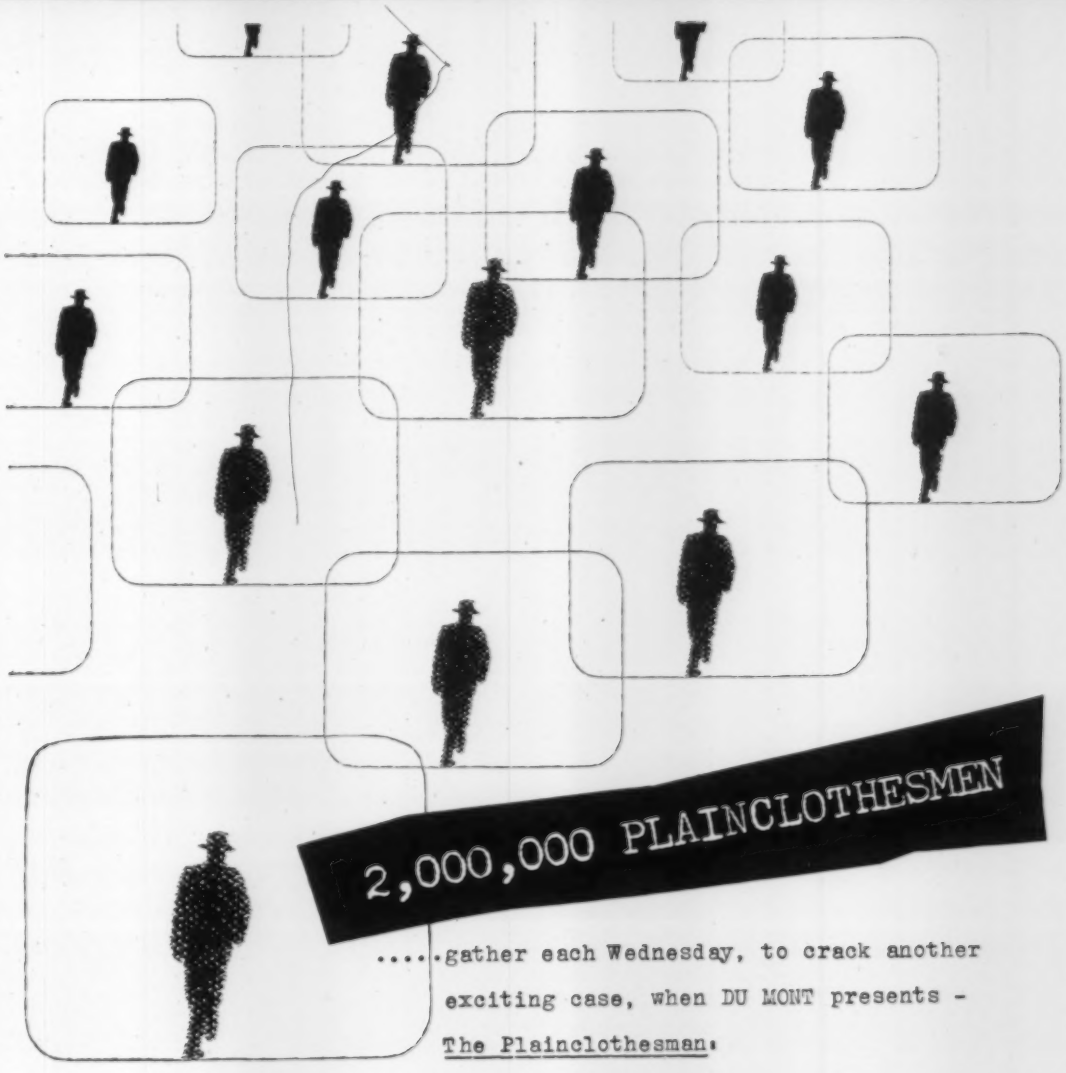

2,000,000 PLAINCLOTHESMEN

.....gather each Wednesday, to crack another exciting case, when DU MONT presents - The Plainclothesman.

Television's most unique mystery program - in which the camera plays detective.

Sponsored by Dutch Masters Cigars.

Presented every Wednesday at 9:30 PM EST, over

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63 affiliated stations...a division of Allen B. Du Mont Laboratories, Inc.

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NOW AVAILABLE:

3 Choice TV News Strips

WHEN it comes to smart time buying, *news* is again very much in the news. People are following newscasts more closely today than at any time since the end of the war . . . and their interest is bound to increase as time goes on.

Now, for the first time in Philadelphia television, WPTZ has available for sponsorship three choice morning news slots—7:30 A.M., 8:00 A.M. and 8:30 A.M. Scheduled within WPTZ's sensationally successful "Three To Get Ready"* program, these 5-minute news telecasts are edited in the WPTZ newsroom and are ably presented in a straight, reportorial style.

It is our considered judgment that in the early morning hours, the public wants crisp, last-minute news with no frills or furbelows . . . news that will bring them up to the minute on what happened and what's happening.

These three news periods now available not only have a tremendous future as an advertising vehicle but they are an exceptionally sound, attractively economical, time purchase *right this minute!*

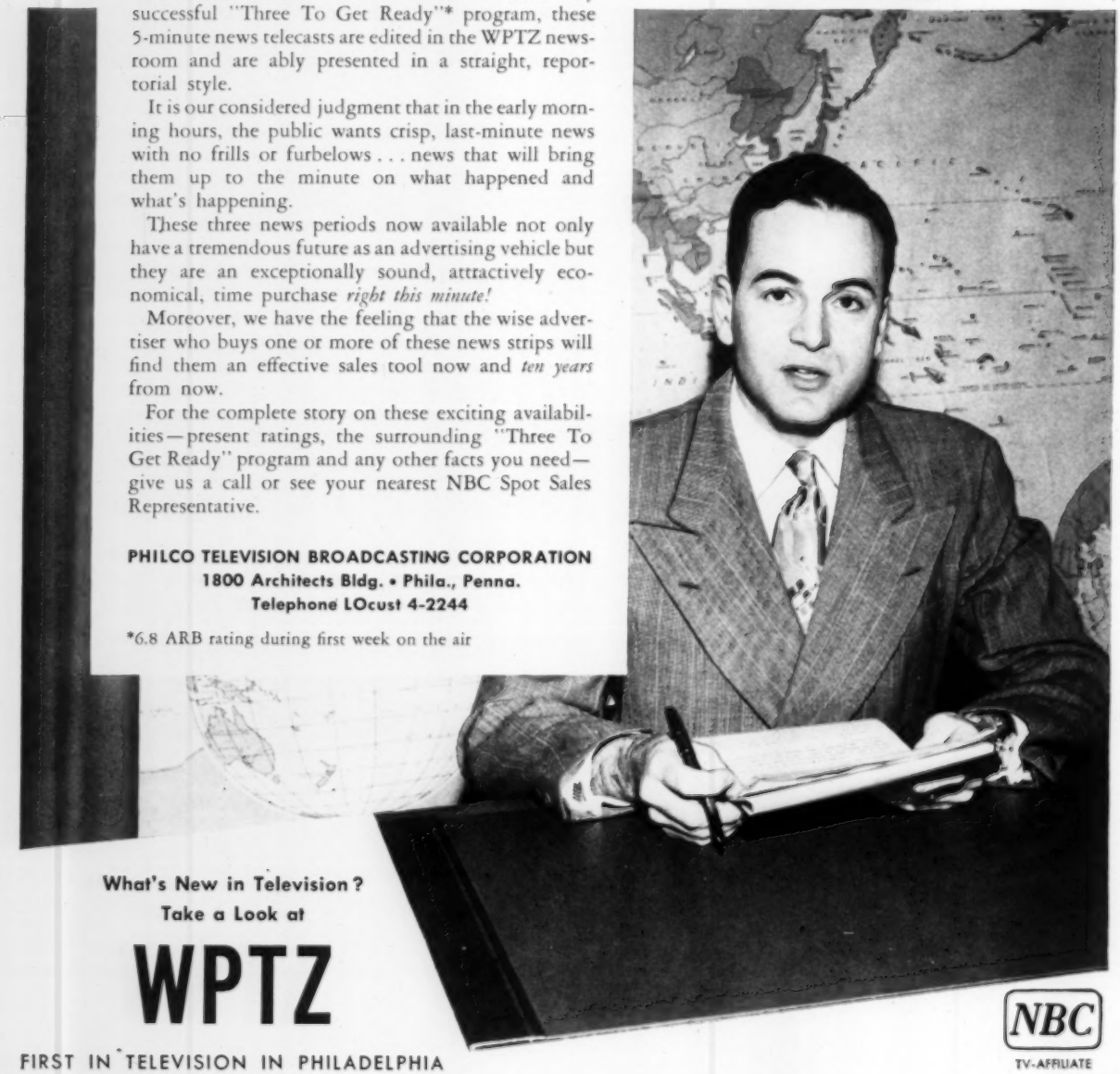
Moreover, we have the feeling that the wise advertiser who buys one or more of these news strips will find them an effective sales tool now and *ten years* from now.

For the complete story on these exciting availabilities—present ratings, the surrounding "Three To Get Ready" program and any other facts you need—give us a call or see your nearest NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Bldg. • Phila., Penna.
Telephone LOcust 4-2244

*6.8 ARB rating during first week on the air

7:30 A.M.
8:00 A.M.
8:30 A.M.



What's New in Television? Take a Look at

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

NBC
TV-AFFILIATE

A Service of Broadcasting Newsweekly

TELECASTING

ional Press Bldg.
shington 4, D. C.

MARCH 26, 1951

BROADCASTING • Telecasting
$7 annually, 25c weekly

'THE CRIME STORY'

Widespread Praise for TV Coverage

(See editorial, page 48)

ACTION-PACKED screens in millions of American television set homes attested last week to this prevailing sentiment:

The Kefauver Crime Committee telecasts had fired the imagination and captured the curiosity of the public. It had touched the citizen's sense of civic responsibility.

Sen. Kefauver

Television was promoted in one big sweep from everybody's whipping boy—in the sports, amusement and even the retail world—to benefactor, without reservations. Its camera eye had opened the public's.

If one had attempted to measure the palpitation of the public's pulse (Hooper did take a sighting on the television audience) most set owners would have been too busy—watching the crimecasts.

Almost overnight the TV tones of the hearing rebounded with press notices, cartoons, and radio-TV commentaries and Congressional combustion.

These were the shades and tints of this national TV story:

Special Survey

● Special Hooperatings taken in TV homes in New York indicated the proceedings had up to 100% of the TV audience at certain stages, with ratings ranging up to 34.3, and sets-in-use going as high as 36.6 during some afternoon hours.

● NBC asked the Senate Crime Investigating Committee to lift the ban against the televising of Frank Costello's face. Chairman Estes Kefauver (D-Tenn.) said the restriction would have to stand since the right of Mr. Costello's request was undetermined by law and the committee wanted his testimony with or without an accompanying TV view of Mr. Costello's countenance.

● James J. Carroll, St. Louis "betting commissioner," changed his mind about not testifying before video and flew to the capital city as the committee swung its setting from Gotham to Washington. But he won a committee concession that permitted no televising of his face.

● This development eased Mr. Carroll from the threat of a contempt citation. The action also apparently indefinitely postponed a "test case" of the St. Louis incident [BROADCASTING • TELECASTING, March 12, 5].

● Radio was drawn into the media scuffle. At one point in his New York "walkouts," Mr. Costello stated his reluctance to continue speaking in his laryngitis-wracked voice before either radio or television microphone. Mr. Carroll said he had "mike fright" and objected to its use. Neither witness won his point.

● Ground swell of public interest in the crimecasts moved Rep. Jacob K. Javits (R-N. Y.) to cite on the floor of the House this televiewer concentration as new material in support of his resolution (H Res. 62) to amend House rules to permit radio-TV coverage of important sessions in the lower chamber [BROADCASTING • TELECASTING, Jan. 15].

Senators began to speak about extending the life of the committee, which is slated to expire the last day of this month.

This is a familiar face to televiewers of the Senate crime probe. Shown is Rudolph Halley, the committee's chief counsel. Photo was shot from the tube of a monitor set at ABC in New York.

* * *

The Kefauver committee wound up its eight days of sittings before cameras and microphones in New York last Wednesday and the very next day, radio-TV was on the scene in Washington for further hearings.

Consolidated Edison Co. of New York officials said there was a "decided increase" in electrict use during the hearings. They couldn't give details on the effect of increased viewing on electric consumption, but did say it was necessary to operate an additional giant generator—capable of supplying 80,000 customers with current—during the hearings.

Business activities in many offices were at a virtual standstill as personnel crowded around TV sets. The Brooklyn Chapter of American Red Cross found it desirable to install a TV set at its blood donor center in order to attract donors to their appointments. Traffic, which had fallen off to 18 donors last Monday, snapped back to 55 the day the set was installed.

TV coverage was originated by WPIX (TV) New York and fed by WPIX to WABD, WCBS-TV, WNBT (TV) and WJZ-TV.

ABC (WJZ-TV) sold the program to Time Inc., first on one station, then on four, and later on 19—with the 19-station lineup continuing under Time sponsorship when the hearings resumed in Washington last Thursday.

The DuMont network, owner of WABD, estimated its coverage of the New York phase had cost it

(Continued on page 64)

NEW NCAA PROPOSAL

Would Set Limit

By GRETCHEN GROFF

TV STEERING Committee of the National Collegiate Athletic Assn. was reported last week to be ready to recommend a seven-game 1951 football schedule for each of the four networks, with all NCAA schools limited to no more than two telecasts each.

Tom Hamilton, chairman of the committee, when asked to confirm the report, said only that the proposal was among several under consideration at this time.

"This is a new, wonderful medium," he added. "We have to live with it but we have to see to it that too many of our schools don't get hurt.

"The headlines were wrong when they said we'd banned television. The one-year moratorium we declared is for the purpose of studying all of its phases and effects. We will attempt to make useful recommendations on April 6 so that the networks can begin negotiations with advertisers."

The reportedly proposed recommendation came as a result of a meeting in New York last Wednesday between members of the committee and TV network officials to effect a solution to the NCAA's moratorium on football TV.

The period for negotiation between the networks and potential advertisers of the football telecasts is rapidly approaching and NCAA-network meetings have produced no workable agreement.

Representing the networks were: Sig Mickelson, CBS; Davidson Taylor, NBC; Tom Velotta, ABC, and Les Arries, DuMont network. Members of the committee, in addition to Mr. Hamilton, were Ralph Furey, Columbia U.; Max Farrington, George Washington U., and Bob Hall, Yale U. Also present were representatives of two theatre TV firms: Nate Halpern, Fabian, and Robert O'Brien, Paramount.

The committee and the networks first held a collective discussion, the outcome of which was four general points of agreement among the networks. According to one network's representative, the networks agreed: (1) To "continue to cooperate with the committee"; that (2) "plans proposed by the TV committee prior to the meeting were operationally and commercially unsound"; (3) "it appeared that there might be some legal questions to be resolved"; (4) "the committee was, in our view, an exploratory body but that we could not and did not recognize it as a bargaining unit."

Plan Refused

The committee had previously proposed that only two networks be permitted a 20-game schedule which would carry games to areas outside of the NCAA district in which they were being played. This was refused on the ground that it would double cable and crew costs,

(Continued on page 72)

SCOTUS SHOWDOWN *Color Argument Today*

ONE of the final steps toward resolution of the long-raging color controversy will be taken today when the U. S. Supreme Court hears oral argument of government and industry.

On one side—in opposition to the FCC's adoption of CBS color standards last Oct. 10 will be John T. Cahill and Judge Simon R. Rifkind, counsel for RCA and Emerson Radio & Phonograph Corps., respectively.

In opposition, Solicitor General Philip B. Perlman will present the government's case with Judge Samuel I. Roseman arguing in behalf of CBS.

Possibility exists that the color proceedings may run over to Tuesday. Ordinarily, the Supreme Court opens at noon at which time it renders decisions and opinions in cases already presented. It is immediately thereafter that the oral arguments on the color decision will get underway.

It's expected that Mr. Cahill will open followed by Judge Rifkind as intervenor.

Mr. Roseman and the Solicitor General Perlman will next present their cases. Each side will be limited to one hour with a 15-minute allowance for rebuttal.

Last fall RCA and its two subsidiaries—NBC and RCA Victor Distributing Corp.—had brought the case into the Chicago Federal District Court. That court last Dec. 22 upheld the Commission's approval of CBS color standards by a 2-1 vote [BROADCASTING • TELECASTING, Dec. 25, 1950].

However, the Chicago court at the same time continued its temporary restraining order against commercial use of CBS color until April 1 or such time as the Supreme Court dissolves the restraint.

TV BOOKING UNIT

UTC to Release Nationally

UNITY Television Corp. has been set up to serve as a national booking organization for producers and owners of motion picture television rights, Arche Mayers, president, announced last week.

The new TV organization is located in the Paramount Bldg., 1501 Broadway, New York. Robert Wormhoudt, former sales manager of Standard Television Corp., has been appointed national sales director. Connie Lazar, formerly television director of Film Equities Corp., was named national program director. Sid Weiner, formerly with Films International, has been appointed national television booker.

Mr. Drescher

Mr. Hess

* * *

DuMONT NAMES

Three Department Heads

APPOINTMENT of three DuMont Television Network executives to new departmental directorates was announced last week by Chris J. Witting, network general manager.

Mr. Alexander

Clarence G. Alexander was named director of network operations; Norman W. Drescher, director of station relations, and Joseph W. Hess, director of budget and general services.

All three had served as administrative assistants to Mr. Witting.

Mr. Alexander, who has been administrative assistant assigned to the DuMont production and promotion department, is a TV pioneer, having joined NBC in 1936 and assisted in setting up that network's television department. After wartime service as commanding officer of the Willow Run Bomber Plant, he rejoined NBC in 1946 and served as business manager of the television department until he joined DuMont a year ago.

Mr. Drescher, with DuMont for the past 18 months, formerly conducted his own management engineering business. He was appointed administrative assistant to the general manager during the latter part of 1950.

Mr. Hess, a certified public accountant, was an internal auditor for the Eclipse-Pioneer Div. of Bendix Aviation from 1943 to 1945, when he moved to Jacob Ruppert as head auditor. He remained in that position for five years before joining DuMont, where he was administrative assistant in charge of accounting and general services.

Coaxial Cable Ordered

WDSU Broadcasting Corp., New Orleans, announced last week that both ABC and NBC have placed orders for coaxial cable facilities for WDSU-TV. Installation is expected to be completed by mid-1952. Robert D. Swezey, corporation executive vice president, commented, "The extension of the cable to New Orleans will mean that the people of New Orleans will share with the eastern portion of the country all of the benefits of simultaneous reception."

Frieda, Freedom and Frequencies . . . . . AN EDITORIAL

IN AN atmosphere beclouded by outlandish demands of educators who would make of the nation a sort of TV pedagogic state, the FCC last week handed down a laborious third report on TV, looking toward a competitive nationwide service, and with the resumption of licensing possible by this fall.

To the extent that the plan provides for educational assignments on a "reservation" basis, in both VHF and UHF, it constitutes a smashing victory for Madam Comr. Frieda B. Hennock. It was she who single-handedly had whipped up a fervor among the teachers and mothers of America that is without precedent in broadcast annals.

The report—which appears at first blush to be a skillful job of handling a highly complex and controversial project—actually is a compromise of sound engineering and expediency. The fact that seven Commissioners went in five different directions renders that comment indisputable.

Madam Commissioner, who protests the inadequacy of the educational reservations, inwardly must feel a warm glow of satisfaction. She didn't get long-term reservations for educational stations. And she didn't get that Gargantuan 25% of the available assignments (or of the channels). But she did emerge with a first refusal for non-commercial educational applicants for at least a one-year period, and for about 10% of the available assignments.

The FCC appears to act wisely in avoiding rigidity, and in holding in reserve 13 to 18 UHF channels as "flexibility" assignments. These ostensibly are to be used for continued experimentation in Stratovision and Polycasting, as well as to accommodate future requirements.

We take pause here. Could the FCC be setting aside these "flexibility" channels for an eventual move "upstairs" from VHF to an all UHF allocation?

That, to the chagrin of many, was perpetrated in FM a few years ago. There are those on the FCC, Chairman Coy included, who feel that some day all TV will move upstairs. Those "13 to 18" reserved channels, could certainly accommodate the stations assigned to the 12 VHF channels now allocated.

Provision is made for nearly 2,000 stations on what appears to be a generally equitable basis—except for the educational fiasco. Inequities exist, however. For example, it's incongruous to appraise Pittsburgh as a market with only two VHF stations (the third being ear-marked for education). It's just as extreme to appraise Chicago as a four commercial station market, or Houston and Richmond with only two VHF assignments. There will be trouble in Boston, San Francisco and Indianapolis. Other lesser markets appear to be surfeited, but then these are in the open spaces where nature has provided ample separations.

It is significant that the FCC particularizes that unless the non-commercial educational assignments are absorbed within a reasonable period (a year is implied) they will be thrown open for possible commercial occupancy, through appropriate rule-making procedures. Thus, the educators must meet this challenge. With the anticipated demand for TV, it would be contrary to public interest and to our economic concepts to permit available assignments to remain vacant. The FCC would have been well advised, in our view, to have specified an actual cut-off date on the educational reservations, to block any malingering or use of dilatory tactics by educational aspirants.

Our view has always been that educational or religious or secular organizations should come before the licensing authority on an equal footing with commercial groups. For example, WWL New Orleans is an applicant for a commercial TV outlet. The fact that it is operated by Loyola U. did not deter it from applying for a TV facility which it probably will get, in view of its distinguished past service and its financial responsibility. There are dozens of other instances.

Withal, in view of the exigencies, we believe the FCC majority probably made as good a compromise as it could. The fundamental engineering appears to be sound. Larger metropolitan areas are provided power adequate to cover their markets. UHF and VHF channels are intermixed to make possible sufficient outlets to meet public need. Except for the enigma of the educational aspect, the FCC zealously seeks to provide maximum use of the TV channels, even to the extent of utilizing directional antennas under guarded conditions.

The procedures outlined by the FCC are wide open. There's a time-table. The freeze could be thawed by the fall. But there's also a race against the defense time-table. The FCC, we believe, has done the best it could with what it had. In due course, public opinion will decide the educational issue. (Could anything be more educational than the Kefauver crime investigation?)

There should be no artificially contrived barriers in the path of expeditious consummation of the new proposed allocations. There should be an educational cut-off date. Isolated inequities should be adjusted without undue delays. Otherwise, defense mobilization may render the third report academic.

SKIATRON SHOWINGS

SKIATRON Electronics & Television, New York, last Tuesday undertook to prove to visiting members of the FCC the ability of its Subscriber-Vision "box office" system of television to "scramble" and "unscramble" the TV picture satisfactorily.

The firm, which has been conducting experimental broadcasts through WOR-TV New York's North Bergen, N. J., transmitter under temporary authorization, presented both a broadcast and a closed-circuit demonstration for the Commission members and FCC staff executives.

Demonstration Fare

During an over-the-air broadcast of Subscriber-Vision, 2:30-3 p.m., the Commission watched the Skiatron method of coding and decoding a slide; a "live" golf lesson, and a film, "The Vanishing El." The Skiatron decoders, based on the use of perforated IBM-Remington Rand type punch-cards, immediately transformed a flickering seismic image into a clear steady picture.

(Individual use of the Subscriber-Vision would necessitate possession of a video set equipped with a special decoder and decoding cards.)

While the Commission viewed the broadcast from the Skiatron laboratories, the demonstration was seen simultaneously by viewers of WOR-TV within 60 miles of the transmitter, and by newsmen at the Skiatron suite in the Pierre Hotel, New York, where the firm held a preview and news conference.

During the conference, Frank J. Quigley, assistant to the president of Skiatron, revealed that following the demonstration, Skiatron would file an application with the FCC requesting permission to equip sets of standard make in New York, for a controlled experiment similar to the Phonevision test in Chicago.

Listing the varied assets of Subscriber-Vision, Mr. Quigley pointed to the World Series' gigantic advertising costs, which would be eliminated under the Subscriber-Vision "pay-as-you-see" system. Mr. Quigley ventured that a $20 million gate could be produced without the burden being carried by a single advertiser.

Service to all tastes, classes and groups can be provided by the system, Mr. Quigley explained, although no estimate of cost to the subscriber can yet be made. The decoder can be installed on all standard sets, with direct application to color TV of either CBS or RCA, and the UHF frequency bands.

The danger of "bootleg cards" can be averted, according to Mr. Quigley, by rapidity in the change of the cards, or by the possibility of renting the decoder to establish the viewers identification.

Although the collection agency has not yet been discussed, Consolidated Edison, New York, has approached Skiatron for consideration as the logical choice, since it provides the electrical power for the City of New York, Mr. Quigley said.

He also asserted that development of the coding and decoding system might have far-reaching military value, although, for reasons of security, he could not elaborate further on the topic.

The Commission earlier had visited the WOR-TV transmitter at North Bergen to view a closed-circuit demonstration from 11-11:30 p.m.

Members of the FCC attending the Skiatron sessions were:

Chairman Wayne Coy and Comrs. Freida Hennock, George E. Sterling, Rosel H. Hyde, Robert F. Jones and E. M. Webster. Representing the FCC staff were General Counsel Benedict P. Cottone, Asst. Gen. Counsel Harry M. Plotkin and engineers, Cyril M. Braum and Edward W. Allen.

For FCC Members

GOOD NEWS is the order of the day at WWJ-TV Detroit as Richman Brothers, clothier, contracts to sponsor a new daily newscast three days per week. L to r: C. H. Schlieger, McCann-Erickson account executive; H. P. Scharf, Richman advertising manager, and Norm Hawkins, WWJ-TV sales manager. Bulova Watch Co. will sponsor the newscasts two days per week. Both contracts are for 52 weeks.

TRANSMITTERS

Regular Unit Ok for Color

STANDARD commercial TV transmitters can be used for both CBS color and black-and-white, and this will be the case with UHF transmitters, according to William B. Lodge, CBS vice president in charge of general engineering. Mr. Lodge made his statement in reply to an article in the March 19 BROADCASTING • TELECASTING.

The article quoted a "source close to manufacturers" as saying that no plant is now building transmitter equipment for CBS color; that "present transmitter equipment cannot be used" for the CBS system, and that "the lack of compatibility is as serious in transmitters as it is in the case of television receivers, requiring all existing equipment to be converted."

Mr. Lodge reminded that CBS color "has been transmitted for many months over the regular WCBS-TV Channel 2 transmitter in New York, and has also been transmitted over the transmitters of such stations as WOR-TV New York, WCAU-TV Philadelphia, WMAR-TV Baltimore and WTOP-TV Washington. All of these stations use standard RCA and GE 5 kw television transmitters and it should be recalled that the demonstrations of CBS color in Washington, which were widely witnessed in the course of the color hearings, emanated from the regular transmitter of WTOP-TV."

CHICAGO PACT

Stations, AFM To Meet

REPRESENTATIVES of management from Chicago's four TV stations and the American Federation of Musicians are expected to meet in New York this week to solve the jurisdictional dispute over musicians who also are actors or singers which cropped out in the final stages of settlement of the local Television Authority code.

TVA, as well as AFM, claims jurisdiction over such performers, the only point to be settled in the local contract [BROADCASTING • TELECASTING, March 19]. Because of continuing discussion on this, contracts went into effect March 7 through April 6 without signatures. The one-month delaying action is believed to be time enough for settlement of the dispute by executives of stations WNBQ WENR-TV WBKB and WGN-TV with the musicians' union.

Portions of the new code were detailed at the luncheon meeting of the Chicago Television Council Wednesday, when negotiators and observers were introduced by President Fred Kilian.

Among them were attorneys Walt Emerson, Tom Compere and John Moser; Harry Dieter, radio-television business manager of Foote, Cone & Belding; John Whalley, NBC Chicago comptroller, and Geraldine Kaye and Cliff Norton of the TVA board.

Mr. Dieter, who sat in on four months of discussion as an agency observer, asserted the local code "is much more equitable than the network agreement drawn up in New York." The results, in his opinion, "show a lot more thought, particularly regarding rehearsal hours and individual working conditions. No part of the code was sloughed off." He described the code as advantageous to all, "including the advertiser who pays."

The present contract ends Nov. 30, 1952.

EXTRA REVENUE

Faught Cites Phonevision

ADOPTION of Phonevision, in addition to the present commercial television system, would give TV a "huge second source of revenue" that would significantly expand the variety and amount of program fare available to the public, Millard C. Faught, president of the Faught Co., New York public relations firm, said last week.

Speaking at a March 21 meeting of the Investment Bankers Assn. in Chicago, Mr. Faught said: "TV can now do or offer only what advertisers can or will pay for. With Phonevision, it could also do and offer what the public, with all its now-neglected minority interest groups, would pay for."

Commercial television would benefit from Phonevision, he said, because "millions of more people would be given more reasons to buy and use television sets" and also "with two sources of revenue, and more audience, TV-PV stations would be built in hundreds of towns and cities which will never support a television station (or stations) on advertising alone."

KNBH REALIGNS

Cole Named Program Mgr.

IN a KNBH (TV) Hollywood reorganization, Albert V. Cole, production supervisor of the field department, was named program manager of the NBC affiliate, effective April 1. He succeeds Robert V. Brown, resigning after 19 years with the network. Latter has announced no future plans but is said to be currently negotiating with the NBC-TV network.

Other personnel affected include Edward Sobol, production manager, transferred to NBC network operations; John Gaunt, director, and William C. Jones, floor manager.

The station also announced dropping of two and one-quarter hours of afternoon sustaining programs, as part of an economy move ordered by NBC. Programs affected were *Comedy Matinee* and *Curious Camera*, dropped entirely, *Notes & Keynotes* and *Paul Pierce Show*, cut from a half-hour to 15 minutes.

SAVANNAH OUTLET

WSAV Files Application

APPLICATION for new television station in Savannah, Ga., was filed last week by WSAV, that city, seeking Channel 6 with an effective radiated power of 18.2 kw. Estimated construction cost is $167,000.

Harben Daniel, president and general manager of WSAV, said a three-bay antenna, 404 ft. above sea level, was planned atop the local Liberty National Bank Bldg., with studios and transmitter in that building.

If authorized by the FCC, Mr. Daniel believed the outlet could be in operation in 1952. Savannah is 72 miles off the coaxial cable, but he expressed hope that AT&T would construct a connection by starting time of the station.

From *Washington Post*

* * *

'The Crime Story'

(Continued from page 61)

more than $30,000. It sent four hours of the daytime sessions to three affiliates and moved all of last Monday night's to 11 cities, apart from extensive daily coverage on WABD.

WTOP-TV and WNBW (TV), both in Washington, also took portions of the daily New York sessions.

Coverage of the hearings was praised by Sen. Charles W. Tobey (R-N.H.), a member of the investigating committee. In a tribute to TV, radio, and press during an interview on WMGM New York —which carried the entire proceedings and whose coverage was picked up in part by radio stations outside New York — Sen. Tobey said the "marked feature" of the New York phase was "the most wonderful reporting of an event I have ever known."

Other New York radio stations carried highlights of the proceedings.

Sen. Kefauver expressed his "appreciation . . . to WMGM, the radio station which furnished the facilities for the radio pool," and WPIX as originator of the telecasts.

The Senator in Washington, in rebutting anti-TV objections raised by Mr. Carroll, said the TV issue was the only one in the "case" concerning the "betting commissioner." He cited conditions in St. Louis as good and said concession to Mr. Costello was made because conditions were not so good in the New York hearing room.

"Sen. Kefauver said TV is a "great means of public communication," if the witness is not bothered by lights or physical conditions. He personally saw no difference between a television audience and the one actually in attendance. This latter reference to "differences" apparently referred to Mr. Carroll's former demand for recognition of his right of privacy. Mr. Carroll, in complaining of "mike fright," mentioned he was against rebroadcasts as well.

Mr. Costello smiled obligingly for the cameras at the close of his New York testimony, when Harry Brundage, WPIX announcer got himself a serene scoop.

Rudolph Halley, chief counsel for the committee, became a "TV star" in meteoric fashion. As leading interrogator it was his face seen the most on TV screens.

WPIX estimated last Monday that 15 to 20 million persons were looking at the hearings on television. Figures for morning (9:30-12 noon) Hooperatings that day showed 26.2 rating of the 2¼ million sets in metropolitan New York, nearly 20 times the January 1.5 for average early day hours (8-12 noon). This rating covered the appearance of Ambassador to Mexico William O'Dwyer, former New York Mayor.

Three theatres in New York and one in Albany carried the telecasts. Some housewives gave "TV parties" for benefit of neighbors without sets. Two New York theatres canceled regular film programs to show the telecasts.

WSTC-AM-FM Stamford, Conn., reported "top public interest" caused them to suspend regular schedules to re-broadcast "a running account of the proceedings." After the program was picked up via WMGM, it was fed over Connecticut State Network lines to WTHT Hartford, where it was also carried.

Washington Coverage

In Washington, WWDC (Mutual) reported it was tape recording Capitol proceedings for a 45-minute nightly playback, 7:45-8:30 p.m., in the choice commercial time segment. It also was sending a disc for WNEW New York's use for airing a day later. Dennis Sartain, WWDC's news editor, was in charge of the tape job.

On Friday WFDR(FM) New York said it was broadcasting all the Washingotn sessions and would continue on days hearings were held.

A U. S. Commissioner in New York saw Louis Weber testifying and then saw and heard him arrested on a charge of perjury. In his office, Mr. McDonald presided at the arraignment of Mr. Weber and held him on $25,000 bail for hearing.

Sociology students traded their textbooks for a television set at Rutgers U. when their home assignment was to watch the hearings. Instructor Andres Lunde said, "The hearings provide an analysis view of criminology, social problems and legal procedure."

In Philadelphia, a patrolman watching the hearing on his set was unaware that his house was on fire. Flames ate through the kitchen, a second story bedroom and the roof before the officer noticed them.

Comment on the hearings blossomed nationwide in the editorial columns of the press.

A student publication, Syracuse U.'s *Daily Orange* hailed video coverage as adding the medium to the status of a "ful-fledged member of the press," and as "part of this nation's press . . . is entitled to the same grants given newspapers and radio in coverage of news events. . . ."

The *Washington Post*, majority owner of WTOP-AM-FM-TV Washington, ran its third editorial on television coverage in a fortnight. It continued along a line that a Senate investigation should no more be subject to TV than courtroom witnesses. It warned that the more hearings are regarded as "mere entertainment, the more easily organized crime can be sloughed off and forgotten."

But the *Post* reflected: "Certainly a major purpose of the Kefauver investigation is exposure, and in this the media of information—television and radio as well as the press—are extremely important."

Two editorials outlined the New York *Herald Tribune's* view of the TV coverage. It called the program "unprecedented," which indeed it was, and pin-pointed the telecasting: "Here is the perfect combination of information and entertainment. Every bit of it is exciting stuff, and deserves all the presentation it is getting."

'Potential Staggering'

The *Tribune* went on: "The potential is, of course, staggering. If television can educate (and incidentally, entertain) the whole population on crime and politics, why not take in Congress, the Legislature at Albany, or even our Board of Estimate and City Council?"

It said, "Anything that makes for a better informed citizenry is desirable . . ." and wound up its comment with an opinion that newspapers will play its companion hand with TV by telling "what the show was all about" after the public gets the drama by video.

In other editorial comment, the *Christian Science Monitor* steered a middle course seeing TV coverage of the hearings as helping to "arouse Americans to the menace of the unholy alliance between organized gambling and crime . . ." but, on the other hand, warned that unless TV lights and cameras are skillfully used they can become an impediment in such proceedings as in a courtroom.

New York Times looked at this "major phenomenon of our time" and came up with: "We are encouraged by the extent and intensity of interest in this inquiry."

Max Lerner in the *New York Post*, commenting on right of privacy in investigations covered by TV, mused ". . . a man who engages in shady activities thereby opens himself to public scrutiny. His liberties must be guarded, but it is hard to see that immunity from the TV camera is a greater liberty than immunity from the press. For some of them the ordeal by TV is undoubtedly unpleasant. But it may teach us a few things. This is one show that wakes us up."

Echoes from other corners of the country where the Kefauver hearings hit the television audience with a tremendous impact were still being heard by BROADCASTING-TELECASTING which has been printing the incoming reports with regularity.

Cites Reaction

For example, KPIX (TV) and KGO-TV San Francisco plus KSD-TV St. Louis told of unprecedented reaction of viewers to telecast hearings in their cities.

San Francisco stations aired two full days of hearings, which brought thousands of enthusiastic letters and calls and drew favorable comment from Bay Area columnists.

St. Louis *Post-Dispatch* reprinted page of letters praising "outstanding public service" programs telecast Feb. 23 and 24, and lauding industry in general for providing "ringside" seats.

Television—of World Series, UN fame—had crossed a new threshold.

Educational TV

JACOB (Greasy Thumb) GUZIK, of Chicago, before being told he was in contempt of the Senate and held on a $10,000 bond by the Senate Crime Investigating Committee (all in view of the TV camera), was prodded by Sen. Alexander Wiley (R-Wis.) to answer his interrogators. Mr. Guzik refused on grounds the answers might incriminate him. Asked if he obtained this familiar phrase from counsel, he said no. "Where did you get this phrase you're repeating?" Sen. Wiley queried. A quick answer came back: "I heard it on television."

The Problem of Readjustment

From *New York Herald Tribune*

* * *

Phonevision Tests

ZENITH RADIO Corp., in its final fortnight of Phonevision tests in Chicago, last week began programming a midnight showing of movie films as a replacement for the regular afternoon feature. Saturday and Sunday matinees continue at 2 and 3 p.m., however.

WCPO-TV Rounds Up Bonus Listeners From 70 Counties In Rich Ohio Valley

11,301 Entries In Daytime Contest Prove WCPO-TV's Continued Leadership in Ohio, Indiana and Kentucky

WCPO-TV Piles Up Proof Of Audience

In a four week period of January, 11,301 entries were received in a contest to name a beagle hound pup, staged by Guenther, Brown and Berne, Inc., a Cincinnati advertising agency, for its client, Royal Furniture Company.

The program, Big Jim Stacy's Mid-Day-Merry-Go-Round, drew contest entries from 70 counties of Ohio, Indiana and Kentucky, with many coming from towns 90 to 100 miles away, showing a WCPO-TV BONUS audience far in excess of even secondary coverage figures.

Here's proof of WCPO-TV's leadership. WCPO-TV has been *1st* in every Pulse Survey for every month since it first went on the air, July 1949. WCPO-TV dominates day-time television listening in Cincinnati and the Rich Ohio Valley.

SHARE OF THE TELEVISION AUDIENCE, MONDAY TO FRIDAY

STATION	7 AM to 12 noon	12 noon to 6 PM
WCPO-TV	59%	45%
STATION "B"	31%	36%
STATION "C"	10%	19%

WCPO — TV, AM, FM
affiliated with the
Cincinnati Post
Represented by
THE BRANHAM CO.

WCPO-TV *Channel 7*
CINCINNATI, OHIO

WCPO-TV carries 9 out of top 10 programs seen in Cincinnati . . February Pulse

How

How about that 19.0 Telepulse rating Happy Wilson's carved out for himself Sunday afternoons at 5:30? Small wonder his "Happy Wilson Show" on WAFM-TV is the *most looked-at* hillbilly program in town.*

about

About what you'd expect of Happy, though. Star of his own network AM show and personal appearances, ace mountain musician and recording artist, he's Alabama's best known and best loved hillbilly.

Happy's

Happy's show isn't the only one on WAFM-TV that cuts a fancy figure. Telepulse shows that, all in all, WAFM-TV programs average higher ratings than the programs of the competition.

19.0

19.0 (and remember, that's a *rating* —not a share-of-audience) is just one measure of the success Happy can bring you. Another is booming Birmingham, where industry is buzzing *and pay envelopes bulging.*

rating?

Rating? 19.0 is a runaway — the kind that will put your product way out front in Birmingham. How about Happy's 19.0...*for you?* For details, get in touch with your Radio Sales representative or...

*Telepulse of Birmingham, Jan.-Feb. 1951.

WAFM-TV

"TELEVISION ALABAMA"
CBS in Birmingham · Channel 13
Represented by Radio Sales

Security Session

(Continued from page 21)

necessary to serve notice that he intends to invoke that authority, it was felt.

Other authorities noted the Defense Dept.'s previous request for control legislation at the earliest possible moment. The department had termed it a matter of extreme urgency and contended the legislation was needed to enable it to further its planning on these phases.

On the other hand, there was some conjecture that the reported order, if it materializes, may touch on the possible creation of a three-man permanent government communications policy board. Under such a plan, which is reportedly before the President [BROADCASTING • TELECASTING, March 12], the board would not only absorb functions of the existing Interdepartmental Radio Advisory Committee (that is, allocate spectrum space to government services) but also embrace authority to commandeer facilities under Sec. 606.

The military is understood to have some misgivings about such a proposal [CLOSED CIRCUIT, March 19], but is believed to favor the issuance of an executive order now which would solidify the Presidential authority over radio-TV stations. Originally it was disclosed previously, the Defense Dept. had favored vesting such control in the Secretary of Defense but altered its proposal when it submitted it to Capitol Hill.

Meanwhile, the House Armed Services Committee, before which a similar military control bill pends, has referred legislation to a subcommittee headed by Rep. Carl Durham (D-N. C.), fourth ranking majority member of that committee. Rep. Durham's subcommittee has taken no action on it, pending action by the Senate group, it was understood.

WTMJ-TV Tower

WTMJ-TV Milwaukee, as the first step in a two-part plan to expand its service and coverage, has filed application with FCC to install a new 1,000 ft. transmitting antenna. The station later, after FCC relaxes its TV freeze, plans to file for the maximum power to be allowed by the Commission. In increasing its antenna from the existing 300 ft. to 1,000-ft., WTMJ-TV would reduce its effective radiated power from 16 kw visual, 10 kw aural to 0.925 kw visual, 0.578 kw aural, thus retaining the same actual coverage area until the freeze is lifted and greater coverage permitted.

BOOK on *How To Make Television Commercials* is being prepared by Nat Falk, for publication later this year by Almat Publishing Corp., New York. Mr. Falk is author of *How To Make Animated Cartoons*, published several years ago.

BOSTON COLOR

CBS Demonstration Tomorrow

CBS, in conjunction with the 100th anniversary celebration of Jordan-Marsh department store, Boston, will demonstrate its color TV system March 27-31 in that city. Three receivers on Marsh's fifth floor annex will pick up nine daily shows, featuring Patty Painter, CBS's "Miss Color Television," fashion models and merchandise of the store.

The department store has scheduled full page ads in all Boston Sunday papers to advertise the color demonstrations.

Boston is the seventh city to view CBS color television, the others being New York, Washington, Philadelphia, New Orleans, Atlanta and Chicago.

Jordan-Marsh also became the first store to purchase permanent color-TV equipment for inter-store promotion. A Remington-Rand camera, control and receivers were ordered by the store, to present merchandise in color on sets placed throughout the building.

NAVY HISTORY

NBC To Produce Series

A MAJOR effort to chronicle history on television has been promised by NBC, which announces that it will produce a series of films recording U. S. naval history, with the cooperation of the Navy Dept. Announcement of the production was made by Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, and reported on NBC-TV's *Battle Report, Washington.*

Mr. Weaver said the project "represents NBC's first major attempt to tackle the problem of presenting contemporary history on a comprehensive, dramatic basis." The network plans to stress known visual techniques, over and above good pictorial documentary and news summaries of naval events.

NBC and Navy technicians will screen thousands of feet of official unreleased Navy film for the series, scheduled to get underway late this year. Slated as a joint NBC-Navy-Marine Corps venture, the series will cover every major action since 1937, when the *USS Panay* was shelled, down through recent United Nation actions.

Mr. Weaver announced that the network would set up a special unit to coordinate and produce the new project, under supervision of Henry Salomon Jr., USNR officer. The Navy will use the first 26 weeks of the series for recruiting and education purposes.

SECOND Los Angeles television station to lease a motion picture theatre for television program showing, KLAC-TV has taken a two-year lease on the 855-seat Beverly Hills Music Hall. KTLA (TV) Los Angeles not long ago leased Melvan Theatre for telecasting of its audience shows.

Big Screen—Big Laugh?

TELEVISION'S influence on the theatrical box office was at least tacitly acknowledged in a March 18 Philadelphia *Inquirer* advertisement for the Lawndale movie house. In announcing the showing of "At War With the Army," a picture starring Jerry Lewis and Dean Martin (who appear on NBC-TV's *Comedy Hour*), the theatre said: "You can just imagine how much funnier they are on our 65,000-inch screen."

IDEAL EXCHANGE

Urged by WTVJ Manager

A PLAN for interchange of ideas, policies and problems facing television station managers has been suggested to general managers of 14 southern TV stations in a letter written by Lee Ruwitch, vice president and general manager of WTVJ (TV) Miami.

The plan calls for a letter a month from each station manager of the group to all other managers within the group. Subject will be designated in advance, and the letters are to be kept confidential.

Military Production

(Continued from page 34)

base of the electronics industry."

Other prize winners included: R. B. Dome of General Electric, awarded the Morris Liebmann Memorial prize for his television and frequency-modulation work; A. B. MacNee of the U. of Michigan, awarded the Browder J. Thompson Memorial Award; Marcel J. E. Golay of the U. S. Army Signal Corps, given the Harry Diamond Memorial Award; and W. W. Harman of the U. of Florida, presented the Editor's Award.

Fellowship Awards

IRE Fellowships were granted to 41 institute members: Obert Adler, J. G. Brainard, C. G. Brenneck, R. D. Campbell, R. W. Deardorff, John H. Dewitt, Jr., Harold F. Elliott, Clifford G. Fick, E. L. Ginzton, William M. Goodall, John T. Henderson, C. J. Hirsch, William E. Jackson, J. B. Johnson, A. G. Kandoian, C. E. Kilgour, T. J. Killian, J. B. Knox, V. D. Landon, George Lewis, Harry R. Lubcke, David G. Luck, John F. Morrison, G. A. Morton, G. W. Olive, O. W. Pike (deceased), L. E. Reukema, H. W. G. Salinger, Otto H. Schade, Dominic F. Schmit, W. E. Shoupp, P. F. Siling, H. R. Skifter, B. R. Teare, Jr., Gordon N. Thayer, Henry P. Thomas, William C. Tinus, Ernst Weber, R. H. Williamson, W. T. Wintringham, G. A. Woonton.

In San Francisco... **1 STATION RECEIVED**

5 OUT OF 12 STATION AWARDS

FROM THE ACADEMY OF TELEVISION ARTS AND SCIENCES

The Station, of course, was **KPIX**

San Francisco's pioneer television outlet

BEST... children's show
"Once Upon a Time"

BEST... live commercial
Acme Beer

BEST... personality
Ben Alexander

BEST... newscaster
William Winter

BEST... locally produced film
"Teletrips"

Plus Citations
for
Sports Telecasting
Public Service
Engineering Achievement

YOUR own award... more sales from fewer dollars... is sure to be found on

KPIX
channel five
San Francisco

Represented nationally by The Katz Agency

AFFILIATED WITH **CBS** AND THE **DUMONT** TELEVISION NETWORK

Station KRLD TV DALLAS

Serves THE LARGEST TELEVISION MARKET . . Southwest DALLAS FT. WORTH

Combined Population DALLAS and TARRANT COUNTIES . . . 920,500

NOW there are 109,264 Television Homes in KRLD-TV's Effective Coverage Area

The CBS Station for DALLAS and FORT WORTH

this is why KRLD AM-FM-TV Channel 4 is your best buy

Use TIMES HERALD Station

National Representatives THE BRANHAM COMPANY

telestatus

'Good Housekeeping' Consumer Survey

(Report 156)

AMONG members of a *Good Housekeeping* magazine consumer panel who do not now own television sets and do not intend to buy one soon, the three principal reasons given for waiting to acquire TV were: (1) can't afford it, (2) waiting for better pictures, (3) waiting for better programs.

A survey of the panel, which consists of subscribers distributed in proportion to the circulation of *Good Housekeeping*, showed that 19.4% now own TV sets, radio-TV or radio-phonograph-TV combinations.

Only 12.6% of non-owners, however, have not seen TV. The others, save for 1.2% who did not answer a question on the subject, have all been exposed to TV at least once or twice.

Of those who do not own TV, 4.9% intend to buy a set in the next few months; 24.9% in a year or two; 35.9% will wait longer. By income group there is sharp variation on these questions. Only 1.1% of those with incomes under $2,000 will buy in the next few months, while 6.3% of those with incomes over $5,000 intend to buy in that period.

Among those not intending to buy in the next few months, 26.2% say they can't afford it (another response that varied widely among income groups); 25.8% are waiting for picture quality to improve; 34.6% want better programs; 12.2% are waiting for color. Smaller percentages gave other reasons.

Among those who expressed an intention to buy, either soon or eventually, 31.7% thought they would purchase television-only sets, 22.6% TV-radio combinations, and 36.7% TV-radio-phonograph combinations. The others had not made up their mind or did not answer.

Among those who want a radio-TV combination, 47.8% want FM radio included, 16.4% want AM and 30.7% don't care which.

As to picture screen size, by far the most want 16-inch screens—50.9%. Only 0.7% would be satisfied with 10-inch size, 19% want 12-inch, and 18.9% want 19-inch.

* * *

Videodex Compares Atlanta, National Ratings

THE VIDEODEX report for Atlanta, covering February viewing, was released for the first time by Jay & Graham Organization, Chicago, last week.

The Atlanta report, comparing Atlanta and national ratings, shows "how the network advertiser cannot assume similar audiences in different regions of the country," the research firm stated. The table below presents the Videodex (63 market) ratings and those in Atlanta for competitive network shows. "In each case the network rating does not represent the audience impact in a southern market."

	Atlanta	National
1. Fred Waring	24.1	18.8
Philco Playhouse	37.	41.8
2. Celebrity Time	28.7	17.8
Dave Garroway	8.6	21.4
3. Perry Como	23.8	14.7
Camel News	28.1	25.7
4. Horace Heidt	31.6	21.9
Lights Out	22.6	33.4
5. Billy Rose	30.2	11.1
Vaughn Monroe	27.2	12.6
6. Quiz Kids	32.8	13.2
Mama	19.7	34.9
7. Two Girls Named Smith	14.2	6.5
Big Top	12.7	16.4
8. You Bet Your Life	49.9	32.8
Star of the Family	4.2	11.7

* * *

Guide-Post Reports On Pittsburgh Programs

ED SULLIVAN'S *Toast of the Town* was picked as the best-liked TV program by 800 Pittsburgh area housewives responding to a Guide-Post Research survey released last week.

The housewives, all in TV homes, were asked: "Which television program do you like best?" No check list of programs was provided, and all answers were written in. Guide-Post pointed out that there is only one station in Pittsburgh, WDTV (TV), and thus each program is without concurrent competition.

Most popular programs of the 800 housewives were:

Ed Sullivan, rated best by 27.2%; Milton Berle, 21.3%; *Mama*, 10.9%; *Studio One*, 7.6%;

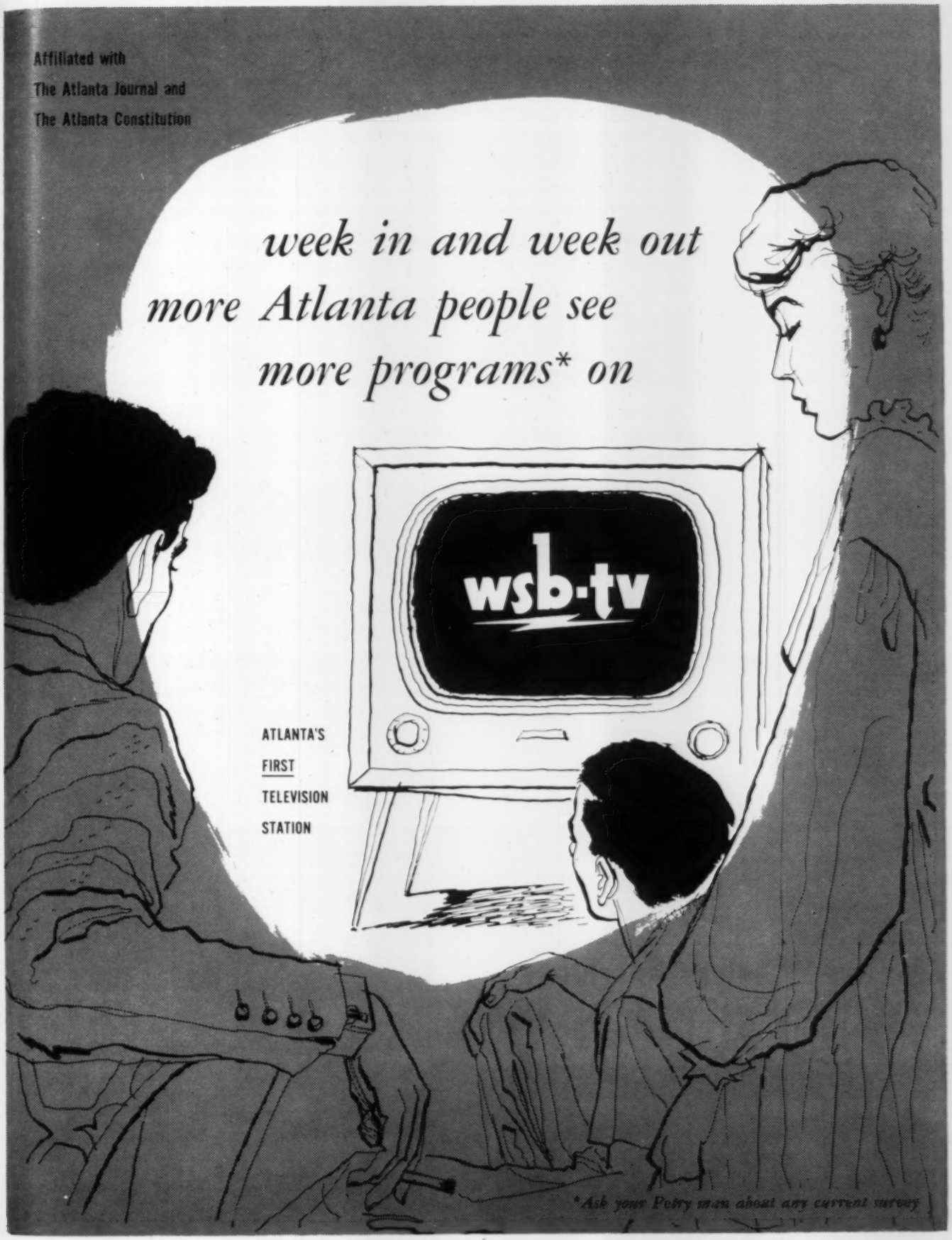
(Continued on page 70)

Weekly Television Summary— MARCH 26, 1951 TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	7,400
Ames	WOI-TV	47,625
Atlanta	WAGA-TV, WSB-TV	104,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	284,995
Binghamton	WNBF-TV	34,410
Birmingham	WAFM-TV, WBRC-TV	36,000
Bloomington	WTTV	14,930
Boston	WBZ-TV, WNAC-TV	700,510
Buffalo	WBEN-TV	190,911
Charlotte	WBTV	65,003
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	854,436
Cincinnati	WCPO-TV, WKRC-TV, WLWT	259,000
Cleveland	WEWS, WNBK, WXEL	453,575
Columbus	WBNS-TV, WLWC, WTVN	150,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	109,264
Davenport	WOC-TV	49,581
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	172,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	445,679
Erie	WICU	50,000
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	109,264
Grand Rapids-Kalamazoo	WLAV-TV	111,929
Greensboro	WFMY-TV	57,455
Houston	KPRC-TV	69,493
Huntington-Charleston	WSAZ-TV	38,000
Indianapolis	WFBM-TV	132,000
Jacksonville	WMBR-TV	28,000
Johnstown	WJAC-TV	75,100
Kalamazoo-Grand Rapids	WKZO-TV	120,269
Kansas City	WDAF-TV	107,919
Lancaster	WGAL-TV	84,606
Lansing	WJIM-TV	46,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	877,421
Louisville	WAVE-TV, WHAS-TV	82,858
Memphis	WMCT	79,277
Miami	WTVJ	55,000
Milwaukee	WTMJ-TV	224,731
Minn.-St. Paul	KSTP-TV, WTCN-TV	251,100
Nashville	WSM-TV	24,781
New Haven	WNHC-TV	143,000
New Orleans	WDSU-TV	52,150
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,240,000
Newark	WATV	
Norfolk	WTAR-TV	61,459
Oklahoma City	WKY-TV	79,495
Omaha	KMTV, WOW-TV	71,658
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	814,000
Phoenix	KPHO-TV	37,400
Pittsburgh	WDTV	212,000
Providence	WJAR-TV	105,251
Richmond	WTVR	68,754
Rochester	WHAM-TV	77,279
Rock Island	WHBF-TV	49,511
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	39,000
San Antonio	KEYL, WOAI-TV	43,197
San Diego	KFMB-TV	89,000
San Francisco	KGO-TV, KPIX, KRON-TV	168,215
Schenectady-Albany-Troy	WRGB	147,000
Seattle	KING-TV	75,000
St. Louis	KSD-TV	268,000
Syracuse	WHEN, WSYR-TV	107,961
Toledo	WSPD-TV	120,000
Tulsa	KOTV	68,950
Utica-Rome	WKTV	38,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	244,260
Wilmington	WDEL-TV	59,901

Total Markets on Air 63 — Stations on Air 107 — Estimated Sets in Use 11,486,000

Editor's Note: Totals for each market represent estimated sets within televiewing area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.


Affiliated with
The Atlanta Journal and
The Atlanta Constitution
week in and week out
more Atlanta people see
more programs* on
wsb-tv
ATLANTA'S
FIRST
TELEVISION
STATION
*Ask your Petry man about any current survey

'Super' Agency

(Continued from page 26)

director of NPA's Electronics Products Division, John Daley; (3) general manager of the Atomic Energy Commission; (4) representatives of the Defense Production Administration, Dept. of Defense, Munitions Board and the armed services.

Primary function of the top-level group is to assure that "no electronic bottleneck stymies any element of the defense effort," it was explained. To that end, the plan calls for greater attention to research and development, expansion of facilities, and production engineering. The board will determine overall requirements—military, civilian, industrial and foreign—for electro-products and recommend methods for distribution.

Widespread Growth

In announcing creation of the super-agency, Gen. Harrison pointed out that the use of electronic devices has grown to such widespread proportions in defense equipment and the nation's communications facilities that failure to develop and produce sufficient products on schedule could affect the entire mobilization program. Basic components in radio, television, radar and other fields are also applied in other businesses, it was noted, with the result that the problem of adequate supply of components involves segments of industry not normally associated with electronics.

The new board also will recommend policies and procedures for insuring required production, including expansion, conservation and product standardization programs. NPA will remain, however, the liaison center for electronics industry on questions relating to components, production, materials and supply, it was explained.

The Controlled Materials Plan now under study is understood to be similar to that invoked by the government during the last war as a last step measure to assure equitable availabilities in the various industries.

NPA has been working on CMP plans for a number of months and only recently high authorities disclosed that adequate provision would be made for new TV stations which would begin operation should FCC lift the freeze [CLOSED CIRCUIT, March 19].

As originally contemplated, FCC was designated as "claimant agency" for all electronics and communications equipments using vital materials. It is understood, however, that the Commission preferred to withdraw its participation, with NPA's Electronics Products Division assuming the claimant's role.

In that capacity the division will, under CMP operation, recommend a program for the expansion of the communications-electronics industry, in view of the freeze-lifting, and forward it to the Electronics Production Board, which will review and render the final decisions. Similarly, the division will follow the same procedure with respect to emergency equipment requirements set forth by the Civil Defense Administration.

At the present time, NPA's Electronic Products group acts on individual cases when manufacturers petition the agency for specific adjustments on materials allocations. CMP will gear the whole operation to an industry-wide level, without recourse to particular requests.

Civil Defense Case

In the case of equipment needed for civil defense or other emergency purposes, it was explained, no blanket authority will be extended to the whole industry but cases will be judged on the merits of each on the basis of recommendations from CDA.

The problem of obtaining sufficient nickel for radio-TV receiving tubes was posed by L. H. Niemann, chief of the Tubes Section, NPA Electronics Products Division. To that end, he has recommended formation of an NPA tube industry advisory committee comprising tube manufacturer-members of RTMA. If approved, the group will hold its first meeting April 3.

Mr. Niemann disclosed that a proposed plan to establish a critical materials program for the radio-television industry is now before top-level NPA officials. The plan would be the first step toward the industry-wide Controlled Materials Plan.

"We have offered two basic arguments to maintain a reasonable going rate for receiving tube production," Mr. Niemann said. "The first is designed to support radio-TV as an economic venture. The second would give tube manufacturers enough work to meet quantitative demand until such time as defense orders are stepped up." Cathode ray tubes are not a problem here, he added.

In effect, then, tube makers would be assured sufficient work to enable them to forestall oft-mentioned work slowdowns and take up the slack between decreased civilian fulfilment and military bookings. Mr. Niemann has sat in on Munitions Board and industry meetings dealing with receiving tubes.

Conservation Lauded

Meanwhile, an opinion that industry is cooperating wholeheartedly in conservation programs, particularly with respect to nickel, was voiced by Edward W. Glacy, who heads up the conservation section of the Electronics Products Div. He expressed hope the industry will make "great progress" in conserving nickel and that similar savings would be made in scarce cadmium, which is used in power tubes.

There is hope that cadmium can be eliminated entirely in radio set production and later, when the industry devises acceptable substitutes, in television set output. At the present time, producers can continue to utilize the metal in television.

Under a recent NPA amended order, it may be used for parts inside electronic tubes, resistance welding electrodes, operating parts of electric controllers and switches, and surfaces in electronic equipment which require good conductivity for radio frequency current and which must remain constant in electrical or radio frequency resistance.

NPA officials also cited a Westinghouse product, Covar, which comprises about 18% cobalt and 29% nickel and is used in tubes. Conservation programs, such as those initiated recently by RCA and Philco Corp., among others, were singled out by officials as evidence of broad industry cooperation.

Cadmium also has been the subject of meetings involving NPA authorities and industry representatives from RTMA, since the metal also is expected to be in short supply in the months ahead.

There also is an acute shortage of selenium for use in manufacture of rectifiers—a situation which prompted RTMA President Robert C. Sprague to appoint a special committee. The group met in Washington March 15 at RTMA headquarters and conferred later with Mr. Daley of the Electronics Division, and Donald S. Parris, deputy assistant.

Re-design Problems

Early study had indicated that the proposed re-design of TV sets, if adopted, will necessitate many times the number of selenium rectifiers that previously have been used. Reductions in supply are anticipated in the near future because of defense needs.

While some NPA officials were confident that a controlled materials plan for radio and television manufacturing might serve to alleviate layoffs in certain component parts firms, some manufacturers—notably the smaller ones—evinced concern lest skilled labor be lost in the interim period until government orders start rolling in. Among them reportedly was Andrea Radio Corp.

An Andrea spokesman revealed that his firm will be operating at only 40% capacity unless it receives government contracts "in a hurry."

Others, like Ernest Hall, executive vice president of the Pilot Radio Corp., feel the anxiety over the time lag between present civilian cutbacks and actual military order placement is unwarranted.

Meanwhile, the Defense Dept. has revealed that "much of the $15.4 billion still available for contracting under the 1951 appropriations will be spent in electronics and communications equipment, as well as in other fields. Authorities estimate electronics' share at approximately $2 billion.

KRON-TV Policy

KRON-TV San Francisco has advised all advertising agencies that it no longer will accept mail order business where the account does not have a recognized local retail outlet. Existing accounts will not be renewed, Harold P. See, director of television, added. This policy in no way affects occasional use of premium offers by advertisers sponsoring programs of at least five minutes duration, the announcement said. Accounts affected include those without local retail outlets wherein the advertising message is used exclusively to secure direct viewer response to the product through the use of station mail facilities, or through use of phone numbers for ordering merchandise, the statement pointed out.

Telestatus

(Continued from page 68)

Arthur Godfrey, 4.5%; Al Morgan, 3.8%; Molly Goldberg, 3.5%; Paul Whiteman, 3.5%; *Cavalcade of Stars*, 2.4%, and *Stop the Music*, 2.3%.

The survey was conducted in January.

Your Top TV Sales Opportunity

WDEL·TV

CHANNEL 7

Wilmington, Delaware

In the Market which has highest income per family in the country.

Represented by

ROBERT MEEKER ASSOCIATES

New York Los Angeles San Francisco Chicago

NBC TV AFFILIATE

A STEINMAN STATION

FOR DISTINGUISHED LEADERSHIP AND ACHIEVEMENT...

The 1950 Station Achievement Award

to KGO-TV SAN FRANCISCO-OAKLAND

Yes, KGO-TV is setting the pace in the fast-growing San Francisco-Oakland Bay Area television market.* KGO-TV is San Francisco's "know-how" station . . . in programing . . . in production . . . in engineering . . . in sales . . . in promotion. It provides a comprehensive service and produces real results for its advertisers. Check ABC-TV Spot Sales for availabilities.

KGO-TV *Channel 7*

ABC's TELEVISION STATION FOR THE SAN FRANCISCO-OAKLAND BAY AREA

* *Latest available NCEB estimate.. 170,000 sets March 1, 1951.*

New NCAA Proposal

(Continued from page 61)

and be financially impractical, as well as discriminatory.

A variation on the proposal was that each network would be allocated five weeks apiece on a 20-game schedule, but it was also met with defeat.

The legal questions of the networks revolve about the possibility of any agreement concluded with NCAA being deemed "in restraint of trade" and illegal. Network attorneys present at Wednesday's meeting were careful to avoid any act on the part of their clients which might be so construed.

Following the general conference, representatives of each network met individually with the committee to submit their own plans and proposals.

When questioned as to the result of the conference, Mr. Hamilton said: "We have had talks with the networks; they submitted what they consider practical proposals. We will consider their suggestions and then submit them to the whole committee to be voted upon on April 6 and then submit our recommendations to the whole committee to be voted upon on April 6."

The networks showed a variety of responses. One reported that it would consider only complete freedom of contract negotiation between the individual school without referral or approval by any district committee or national committee of the NCAA.

Another would agree to the seven-game football schedule which the committee was supposedly planning to recommend.

However, all networks appeared in complete accord as to the need for removal of the committee as an intermediary for negotiations between the colleges and themselves.

WLW-TELEVISION LEADS in LEADING daytime TV cities

During the day, sets in use in the three cities served by WLW-Television—Cincinnati, Dayton and Columbus—are among the highest in the nation—

	Average Sets In Use*
CINCINNATI	13.9%
DAYTON	12.2%
COLUMBUS	11.1%

In each of these cities, the WLW-Television station has a much larger share of the daytime audience than the leading competitor.

	Average Share of Audience* WLW-TV Station	Leading Competitor
WLW-T Cincinnati	47.5%	37.4%
WLW-D Dayton	63.1%	26.2%
WLW-C Columbus	57.7%	24.3%

Here's proof positive that WLW-Television delivers the greatest daytime audience in the midwest's second largest TV market.

WLW-TELEVISION

WLW-T CINCINNATI WLW-D DAYTON WLW-C COLUMBUS

*Videodex. December, 1950. 6:00 a.m.-6:00 p.m.

OKLA. GRID TV

Justice Dept. Eyes Case

OKLAHOMA Senate bill to direct state schools to permit live football telecasts was shelved last week under a banishment-threat from the Big Seven Conference, but the Dept. of Justice anti-trust division continued its investigation.

Both the Big Seven and NCAA had barred members from allowing live telecasts of athletic events for a one year trial period. Big Seven representatives voted 6-1 to ban Oklahoma from Conference competition if it violated the television rule.

Sen. George Miskovsky, who introduced the state bill, called the Big Seven vote a "brazen insult." Sen. Miskovsky, previous to the vote, had telegraphed the Dept. of Justice to ask if any civil or criminal action could be taken against the ban [CLOSED CIRCUIT, March 19].

H. Graham Morison, head of Justice's anti-trust division, said last week that the department is "actively interested" in the case. Also that Sen. Miskovsky's allegations were "pretty rough" and that the department is now only in the process of assembling and examining the facts.

DuMONT PLANT

Starts Shorter Work Week

ATTRIBUTING the move to production cutbacks resulting from government regulations, Allen B. DuMont Labs last Thursday announced that employes at DuMont's TV receiver and electronics parts manufacturing plant at East Paterson, N. J., would go on a four-day work week effective today (Monday). They formerly worked five days a week.

Dr. Allen B. DuMont, president of DuMont Labs, said the company's plants at Allwood, Clifton and Passaic, N. J., being engaged in government work, will not be affected, and that he hoped the change at East Paterson would be temporary. Several government contracts are in negotiation, he added.

Video Program Guide

THE *Des Moines Sunday Register* is promoting its new television supplement which gives complete weekly program listings. The four-page supplement is tabloid size and includes advertising, feature stories and signed columns.

SALES ROCKET

Weekday Show Credited

A COOKING SHOW, Martha Lanning's *Come Into The Kitchen*, over WSB-TV Atlanta, is credited with increasing sales of a dried milk product 1,000%!

The compliment came in the form of a testimonial from James J. Selvage, general sales agent, who said that the 11-11:30 a.m. Monday-Friday show is doing a "splendid" job for Jerrell's Nonfat Dry Milk Solids.

Mrs. Lanning uses the Jerrell product on the show in the preparation of various recipes.

PHONEVISION

Canada's Prospects Mulled

PHONEVISION and its possible application to Canadian television has been under discussion in Chicago by Comdr. E. F. McDonald Jr., president, Zenith Radio Corp.; R. H. Cairns, broadcast engineer from the Telecommunications Div. of the Canadian Dept. of Transport, and Andre Ouimet, CBC's assistant director of TV for Montreal.

In a statement to the press, Zenith reported Mr. Ouimet as saying that there is no doubt that Phonevision appears to be a sound solution to the economic problem involved in bringing television to Canada's 14 million people. Mr. Cairns reportedly said that he could find no technical difficulties standing in the way of Phonevision's use in Canada.

TVA L. A. Contract

WESTERN section of Television Authority still continues optimistic over early settlement with five Los Angeles television stations of negotiations for a contract covering TV performers [BROADCASTING • TELECASTING, March 19] as meetings continued through last week. Negotiations will be resumed tomorrow (Tuesday). Possible strike action against KFI-TV is expected to await the outcome of negotiations with other stations (KNBH, KTSL, KLAC-TV, KECA-TV, KTTV). A resolution to strike taken by the union two weeks ago charged the station had refused to recognize it and bargain in good faith: and "discriminatory discharge" of three union members.

SAG-TVA Wrangle

NLRB hearings on the Screen Actors Guild and Television Authority jurisdictional dispute get underway in Hollywood today (Monday) following transfer of the hearings from New York [BROADCASTING • TELECASTING, March 19, 12]. Chester L. Migden continues as board hearing officer. Hearings are to provide testimony on working conditions and production techniques involved in making CBS *Amos 'n' Andy* TV films, expected to be completed this week.

BOOMS SALES

Of Rubbermaid Products

A TV success story with a bounce was reported by the Wooster Rubber Co., Wooster, Ohio, after the firm had studied returns on two one-minute commercials shown three afternoons a week over a six-week period in a large eastern city. The spots reportedly resulted in retail sales increases of 40%, 30% and 25% for Rubbermaid housewares products in three department stores, selected for their good test characteristics.

"We weren't prepared for the rush of buying that took place," one test store buyer said. "Nearly half our customers said they came in to buy the Rubbermaid items they saw on the television programs." He added that "if we'd had complete stocks on hand, our sales would have been up another 15 or 20%."

Advertising Manager G. G. Johnson said that the professionally prepared TV commercials had open time at both beginning and closing of the script to permit local store tie-in. He believes that the practical demonstrations of Rubbermaid products in use in a typical kitchen were important factors in the spots' success. "Demonstration of the good use to which these products can be put really helped here. . . . One test store reported that many customers who came in to buy items featured in the two TV spots also purchased five or six related Rubbermaid items for their homes." The films are now available for use by stores all over the country, Mr. Johnson announced.

WPIX (TV) Expands

EXPENDITURE of $120,000 for studio expansion and improvement at WPIX (TV) New York headquarters to accompany the station's new $200,000 facilities in the Empire State Bldg. has been announced. Construction of a fourth studio and control room at its present location and purchase of new RCA cameras, microphone boom, video monitors, and other equipment, will be included in the expenditure, the announcement said.

SRT • SRT • SRT • SRT • SRT

RADIO and TV STATIONS

Profits Depend on

Efficient Personnel

Our Graduates are

Checked for
Ability and Enthusiasm
Appearance and Personality
Integrity and Showmanship

Trained by
Network Professionals

Trained to
Do more than one job well
Understand your operational problems

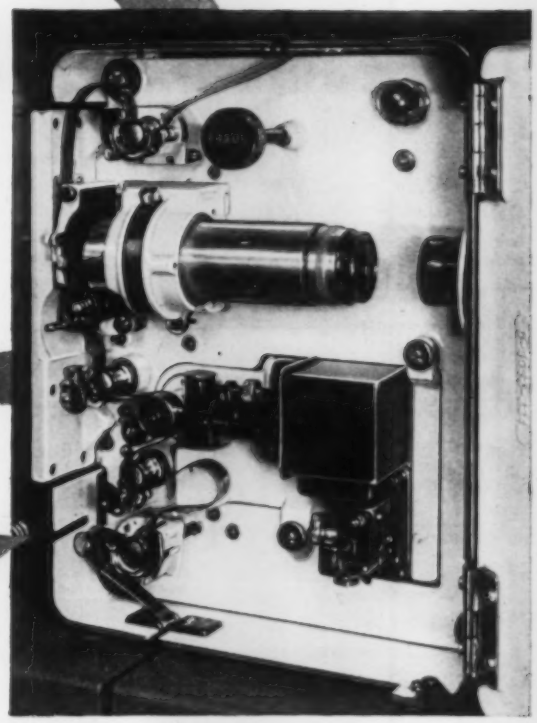
Trained with
Complete TV and Radio Commercial Equipment

Trained under
Actual Broadcast Conditions

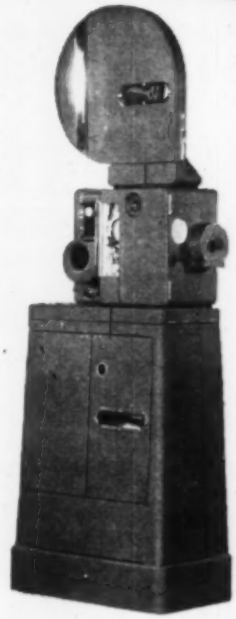
For Prompt Free Service Call, Write, or Wire
Personnel Division
SCHOOL of RADIO TECHNIQUE
316 West 57 St., N. Y. • PLaza 7-3212

SRT • SRT • SRT • SRT • SRT

Look into this
PROFESSIONAL
Telecast Projector
and see years of Dependable Service



The GPL Model PA-100 — a 16-mm Studio Projector



The Model PA-100 is a 16-mm projector consistent with the professional character of television station operation. Its enclosed 4,000 foot film magazine provides for 110 minutes of projection — an entire feature.

Sharper Pictures . . . Finer Sound From Any Film in Your Studio

The importance of 16-mm film in television programming has called for new standards of projection quality and dependability. The GPL Model PA-100 is the first projector designed and built specifically for television studio use. It is a heavy-duty film chain projector for operation with any full-storage type film pick-up.

The professional, sprocket-type intermittent, similar to that used in the finest 35-mm equipment, is quiet and trouble-free. It provides a vertical stability of better than 0.2% over years of service. Film is protected — tests show more than 4,000 passages without noticeable film wear.

The high quality optical system resolves better than 90 lines per mm, with illumination so uniform that corner brightness is at least 90% of center. With a 1,000 watt light source, the projector delivers 100 foot-candles to the camera tube. The sound system provides a frequency response truly flat to 7,000 cps, with flutter less than 0.2%.

The Model PA-100 is one of a complete line of GPL 16-mm television studio and theatre projectors built to highest 35-mm standards.

WRITE, WIRE OR PHONE FOR DETAILS

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

TV FILM & PRODUCTION SERVICES

ALEXANDER FILM CO.
(producers of short-length films since 1919)
5,000 TOP-QUALITY COMMERCIALS
LOW-COST RENTAL SERVICE
COMPLETE PRODUCTION FACILITIES
FOR ANIMATED AND LIVE ACTION COMMERCIALS
WIRE OR WRITE
COLORADO SPRINGS

ATLAS FILM CORPORATION
ESTABLISHED 1913
CREATORS and PRODUCERS of TELEVISION COMMERCIALS
1111 SOUTH BOULEVARD
Oak Park, Illinois
CHICAGO: AUSTIN 7-8620

BRAY STUDIOS, INC.
EXTENSIVE LIBRARY OF FILMS
(INCLUDING CARTOONS)
Available for Television
SEND FOR CATALOG
729 SEVENTH AVE., NEW YORK, 19

GRAY—O'REILLY
COMMERCIAL SPOTS FOR TELEVISION
480 LEXINGTON AVE.
NEW YORK
PLAZA 3-1531

RKO PATHE, INC.
624 MADISON AVE.
NEW YORK, N. Y.
PLAZA 9-3600

SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO
HOLLYWOOD

TELEFILM, INC.
COMPLETE FILM PRODUCTION FOR TV SPOTS-PROGRAMS
All Production Steps In One Organization
6039 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIF.
HOLLYWOOD 9-7205

TELESCRIPTIONS
ANIMATED AND LIVE ACTION
TV FILM SPOTS
20-SECOND AND 1 MINUTE
823 VICTOR BUILDING
WASHINGTON, D. C.
STERLING 4650

VIDEO VARIETIES CORP.
TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS
-FROM SCRIPT TO FINISHED PRINT
OWNERS AND OPERATORS OF
WEST COAST SOUND STUDIOS
510 W. 57TH STREET, N. Y. C.
WITH EXPERIENCED MANPOWER AND COMPLETE FACILITIES
41 E. 50TH ST., NEW YORK
MURRAY HILL 8-1162

BROADCASTING - TELECASTING
FILM & PRODUCTION DIRECTORY
IS PRINTED THE LAST ISSUE OF EACH MONTH
GUARANTEED PAID CIRCULATION
EXCEEDS 15,000

GOLF MATCH
Covered by AM-FM-TV

WHEN Golf Pro Sammy Snead slamed his opening drive of the Greater Greensboro Open Golf Tournament, March 23-26, a special filming speed process enabled WFMY-TV Greensboro to telecast the event.

Gaines Kelley, WFMY-TV general manager, said that within an hour after any important bit of play the station would telecast the highlights.

Pilot Life Insurance Co., Greensboro, purchased exclusive broadcast rights for the tournament, with WFMY having FM and TV rights and WCOG Greensboro having AM rights.

Sale was announced jointly by Dick Andrews, advertising manager of the insurance company, Mr. Kelley, and Henry Sullivan, WCOG general manager.

TELE-MOVIE CASE
Files Bankruptcy Petition

TWO-HUNDRED Chicago mothers, who planned TV careers for their children, filled the chambers of a federal referee Wednesday to hear the voluntary bankruptcy petition of Tele-Movie Pictures Inc., same city. K. L. Stoutenberg, president, listed assets of $2,100 and liabilities of $4,600.

He said his firm began shooting juvenile pictures for TV in 1949, and got $150 each from 600 children for training and casting them in parts. Casts were to get a third of the sale price of the films. Mr. Stoutenberg said 30 films were completed, but only one was sold for $1,500, which was never paid. He said video networks insisted on picture changes which were not financially or technically acceptable to Tele-Movie Pictures. Another hearing will be held April 5 by Federal Referee Austin Hall.

TV REPAIRMEN
RCA Home Study Course

RCA Institutes Inc. has announced that it will open to the industry a highly specialized, field-tested Television Home Study Course to help alleviate the shortage of TV repairmen.

A detailed course outline, together with further information, tuition rates and enrollment forms is available on request from the Home Study Div., RCA Institutes Inc., 350 W. 4th St., New York 14, N. Y.

EDDIE CANTOR, Jack Benny, Bing Crosby and Bob Hope are among those chosen as Hollywood's Ten Best Citizens by a panel of 10 leading columnists in a poll for *Modern Screen* magazine. Selections made on basis of outstanding, unselfish civic activities.

TABLE TELESETS
Admiral Reduces Prices

MOVE TO PUT table model video sets back in the "low-priced field" was made last week by Admiral Corp., Chicago, as it announced lowered prices on three of its "most popular" receivers.

A 17-inch mahogany cabinet set, 17K12, which formerly sold at $279.95, has been repriced at $249.95. The 16-inch 16R12 went down from $249.95 to $209.95, in mahogany, and from $239.95 to $199.95 in ebony. This last price is the first time a 16-inch model made by Admiral has sold for less than $200 since before the Korean outbreak, the company reports.

Manufacture on these models has been stepped-up so that mass production will compensate for the lower prices, said President Ross D. Siragusa. Seeing a "pressing public need for low-priced merchandise," he directed rescaling of prices on the low cost end of the line "to fill that need in these days of high down payments, excise taxes and inflation in general."

PULSE RANKINGS
Show Program Preferences

TEN top-ranking TV program types for February, as reported by The Pulse Inc., were boxing 22.2, westerns 18.5, drama and mysteries 17.4, comedy (variety) 16.3, comedy (situation) 14.9, talent 12.4, news 12.3, kid shows 11.3 and musical variety 11.3. Gen. Eisenhower and Charles E. Wilson, carried by all networks, rated 52.1 and 16.3 respectively.

During the week in February studied, available network time was 88% filled between 8-9 p.m. and 93% filled between 9-10 p.m., Pulse reported.

'Mul-TV' Patent

"MUL-TV" has been approved by the U. S. Patent Office as a trademark for the multiple TV antennas of Jerrold Electronics Corp., Philadelphia, Pa. The firm announced that over 2,000 TV dealers are using Jerrold Mul-TV equipment to demonstrate large numbers of sets. The antennas are also used by apartment buildings and other multi-unit developments. Total sales of Jerrold Mul-TV equipment have passed the $1 million mark, the firm reported.

Why buy 2 or more... do 1 big sales job on RADIO BALTIMORE
WBAL

film report

INS-TELENEWS last week announced that interviews with individual fighting men in Korea would be filmed and presented in TV and theatrical news programs. The firm feels that this feature will result in better documentation of the war. Crossing of the Han River was dealt with in the first release handled by Chief Far Eastern Cameraman Wade Bingham. . . . Same firm's production of the *All Nations Symphonies* has been signed for in Buffalo over WBEN-TV for May premiere by **Manufacturer's & Traders Trust Co.** and in Washington over WTTG(TV) for March 30 debut by **DuMont TV** sets and **Campbell Music Co. Robert H. Reid**, manager of the INS TV department, announced that additional deals are pending for the first series of 13 films featuring the Santa Cecilia Rome Symphony and narration by **Milton Cross.**

* * *

APEX FILM Corp., Los Angeles, has completed two experimental *Cavalcade of America* TV films for **duPont** at an approximate cost of $20,000 each. The films are based on the NBC radio show of the same name. Agency is **BBDO**, New York.

* * *

KILLIAM SHOWS Inc., New York, is releasing *The Edison Film Library* for TV sponsorship. Series includes 1,200 subjects, dating back as far as 1898, chiefly one or two reel "vintage" dramas. Package is represented by **Ray Block Assoc.**, New York.

* * *

SNADER TELESCRIPTIONS Corp., Los Angeles, has completed filming of eight variety acts for TV shorts. Acts featured Yonelli, musical clown; the De Havilands, acrobats; Ray Vaughan, musical bottle performer; Aubrey, magician; Hector and Pals, in dog act; Paul Gordon, bicycle performer; Johnson Brothers, jugglers; Unger Twins, dancers.

* * *

KLING STUDIOS, Chicago, has completed 24 video commercials for **Admiral Corp.**, seven for **Greyhound Bus Co.**, nine for **Kellogg**, six for **Mitchell Air Conditioning Co.**, eight for **Broadcast Corned Beef Hash** and others for **Ideal Dog Food, Jays Potato Chips** and the *Chicago Tribune*. . . . New addition to firm is **Ted Shargel**, former animator with **Disney Studios** in Hollywood.

* * *

ZIV TELEVISION PROGRAMS Inc., New York, announces that *Cisco Kid*, TV Western series, will be sponsored by **Ward Baking Co.**, New York, on WMBR-TV Jacksonville, Fla., starting March 18; on WBRC-TV Birmingham, Ala., April 1; on WNBK(TV) Cleveland, March 31. Contracts are all for 52 weeks. Agency is **J. Walter Thompson Co.**, New York.

* * *

BING CROSBY ENTERPRISES, Los Angeles, will soon start filming of half-hour TV sports programs, *Show of Champions*, based on published short stories of **William Cox** and featuring outstanding personalities in various sports fields who will act as narrators for programs concerning their particular sport. Scheduled for appearance are **Jack Dempsey, Ben Hogan, Joe DiMaggio, Jack Kramer**, and **"Gorgeous George."** Each of the films is budgeted at from $15,000 to $25,000. Secretary-Treasurer **Basil Grillo** will supervise production.

* * *

UNITED TELEVISION PRODUCTIONS, which will handle distribution of the Crosby firm's *Show of Champions*, has been signed to distribute projected series of 52 half-hour TV mystery films, *Hollywood Affair*, to be produced by **Parsonnet-Lewis**, New York. Pilot film is completed but top motion picture actor is being sought for lead role. . . . UTP also will distribute projected series of weekly half-hour programs, *Medicine on the March*, featuring panel of four doctors from staff of St. John's Hospital, who will discuss medical subjects in lay language and answer questions put to them by prominent movie personality. All proceeds from show will go to the hospital in Santa Monica, Calif., to be used for completion of new wing. RKO Producer **John Beck** will produce series.

CATALOG LISTS

U. S. Films For Television

A CATALOG of U. S. government motion pictures cleared for television has been compiled by Seerley Reid, assistant chief, visual aids to education section, Office of Education, Federal Security Agency.

The 49-page volume lists by title 392 government films available for TV. A short synopsis of releases accompanies each title.

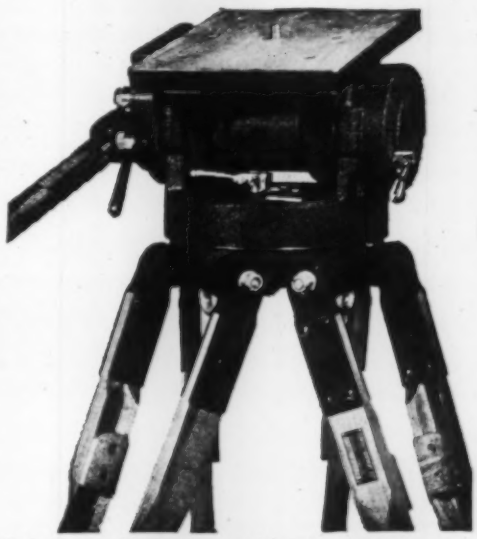
Films from these government departments are included: Agriculture, Commerce, Defense, Interior and the Treasury. Also, ECA, FSA, TVA, VA and the Institute of Inter-American Affairs.

WTVR (TV) Richmond, Va., has purchased half of city block for future growth and development of TV facilities. Wilbur M. Havens, owner-manager, said that in near future it is planned to build another $750,000 addition to present $110,000 addition now being completed.

Floating Action! **for all TV Cameras**

'BALANCED" TV TRIPOD

(Pat. Pending)



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

KOREAN NEWS

'Double Censorship' Hit

DISPUTE over "double censorship" in the Korean war theatre drew fire last week from five primary news agencies, who complained that copy is being screened at two focal points and cut sharply before transmission to America and other world capitals.

Request for a single censorship was presented orally at a conference of wire service officials and Col. E. C. Burkhart, chief of Gen. Douglas MacArthur's press advisory division. Dispatches have been censored both at 8th Army Headquarters in Korea and in Tokyo in the past 10 days.

Bureau officials asked for a review of the troublesome censorship situation, which has erupted periodically since last fall. Col. Burkhart said the petition would be studied, but could offer no indication whether the dispute may be ironed out. Representatives of AP, UP, INS, Reuters and Agence France Presse attended the meeting.

Among other complaints, newspapermen protested that the time lag in the double censorship slowed down copy.

Facts about the QUAD-CITIES

Rock Island, Moline, East Moline, Illinois and Davenport, Iowa

- **Population** (metropolitan counties) **233,012***
- **Total Retail Sales** **$246,605,000**
- **Food Group** (Retail Sales) **$52,346,000**
- **Drug Group** (Retail Sales) **$7,643,000**

*1950 U. S. Census Preliminary Report

Sales figures for Quad-City Metropolitan Counties from 1948 U. S. Census of Business

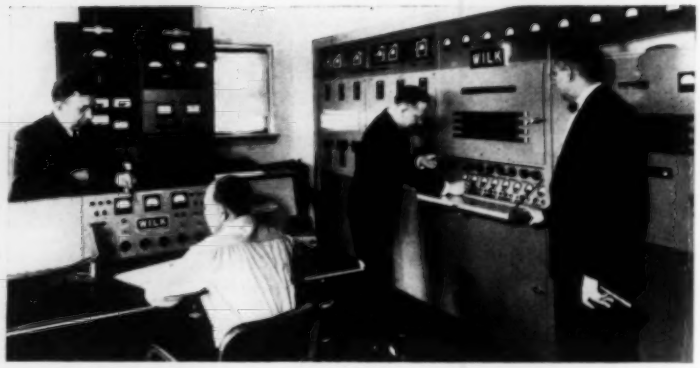
Delivering More Listeners at a lower cost . . .

WHBF

5000 WATTS BASIC ABC

AM TV FM

NAT'L. REP. AVERY KNODEL, INC.



At the new WILK transmitter are (l to r) Mr. French, George Van Kirk, engineer; J. H. Black, Westinghouse district manager, and Mr. Morgan

* * *

WILK POWER

Increased to 5 KW

WILK Wilkes-Barre, Pa., owned and operated by the Wyoming Valley Broadcasting Co., on March 17th increased its power to 5 kw day 1 kw night on 980 kc. The station had been operating with 250 w on 1450 kc.

State and civic officials attended the opening dedicatory program, *The Ship of Happiness.*

WILK started operation Feb. 13, 1947. The executive staff includes, Dr. I. C. Morgan, president; Harold Gray, vice president; Atty. Mitchell Jenkins, treasurer; Roy E. Morgan, secretary and general manager; Thomas P. Shelburne, station manager; Hal Berg, program director; Jerry Butler, sales manager, and Theodore S. French, chief engineer.

SPOT TIE-IN

Set By Royal Desserts

STANDARD BRANDS Inc., New York (Royal desserts), last week signed a year's radio and newspaper promotion tie-up with Hollywood motion picture studios. Involved in the radio tie-in are Paramount Pictures and Pine Thomas Productions. Approximately 4,000 one-minute transcribed spots will be cut using about 12 stars from the studios who will plug Royal Desserts as well as latest pictures.

Spots run 5 to 10 weekly on each station coincident with release of films in the particular city. Total of 154 stations and 105 markets throughout the country will be used over a year's time.

First spots were used last week promoting Bob Hope in Paramount's "Lemon Drop Kid" on San Francisco stations. Other stars include Ray Milland, Mona Freeman, John Lund, Jan Sterling. Reciprocal deal also includes use of stars' pictures on dessert boxes. Agency is Ted Bates Inc., Hollywood.

NEWLY-FORMED Press Club of Dallas, with membership from working newsmen of both radio stations and newspapers, will stage its first annual gridiron dinner April 21 with W. Stuart Symington as speaker.

Streetcar Named Cottage

TOM McCARTHY, newscaster for WKRC Cincinnati, did a one-minute selling-job for the Cincinnati Street Railway Co., which had 26 "weary, decrepit" streetcars up for sale. He suggested that they might be used as summer fishing cottages, even as hen houses. "I don't know whether anybody would want one, but there they are . . . $175 each," he told listeners. In 10 days all were sold, and company officials traced 22 sales directly to show.

Hennock Talk

WARNING that FCC is allocating and opening up "for licensing *all* of the spectrum space that is available for television," FCC Comr. Frieda B. Hennock last Monday told the Eighth Annual Community Institute of Mamaroneck-Larchmont, N. Y., that educators must come out of the classroom and make full use of the new medium. Speaking on "TV—A Threat or a Blessing?", Comr. Hennock said educational use of television "is not merely a visionary dream; it is a real possibility that can be realized within the near future. No other step to improve America's educational system and to raise its cultural standards of living can even be compared with it."

LEE ESTATE

Mrs. Rieber Asks One-Third

ONE THIRD of the approximately $13 million estate left by Thomas S. Lee, heir to the late Don Lee's broadcasting and automobile distributing fortune, was claimed in a suit filed in Los Angeles Superior Court last week by his sister through adoption, Mrs. Christine Lee Rieber of Metuchen, N. J.

Mrs. Rieber charges that Don Lee, who died in 1934, in his will violated an agreement under which he adopted her and sister, Mrs. Elizabeth Lee Fry. It reportedly provided he treat them as his natural children. She declared he breached the agreement by bequeathing them only $1.00 each in his will. Their mother, Mrs. Mary F. Boyd, was the sister of Don Lee's then wife, Mrs. Annabelle T. Lee.

The suit maintains the sisters are entitled to share equally with his son, Thomas, who ended his life Jan. 13, 1950, by leaping from a Los Angeles building.

Mrs. Fry, living in West Los Angeles, has pending a similar suit directed against Public Administrator Ben H. Brown in charge of Thomas Lee's estate.

Under a will written in 1934, Thomas left his entire estate to R. D. Merrill, Seattle lumberman, whose late wife was a sister of Don Lee. The document, however, is being contested by Mrs. Nora S. Patee of San Marino, Calif., maternal aunt of Thomas.

Don Lee radio and television properties were acquired by General Tire & Rubber Co. last December for $12,320,000 [BROADCASTING • TELECASTING, Jan. 1]. KTSL (TV) Hollywood was then sold to CBS, with Lincoln Dealer acquiring KDB Santa Barbara.

WNLK Norwalk, Conn., received a letter of commendation from the city's Mayor Irving C. Freese, thanking the station for "splendid publicity given us in promoting safety in our city." The mayor added that "accidents have shown a moderate decrease and I sincerely believe . . . publicity given by the radio station has been, to a large degree, responsible for this decrease."

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

allied arts

LAN LIVINGSTON, vice president in charge of packaging and merchandising records, Capitol ords Inc., Hollywood, named head Artists & Repertorie Div. He re- es JIM CONKLING, resigned to Columbia Records. FRANCIS OTT, assistant to Mr. Livingston in m merchandising, named director album repertoire. ED NIELSON ap- ted head Los Angeles branch of itol distribution, replacing VOYLE LMORE, transferred to Artists & ertoire Div. [BROADCASTING • TELE- STING, March 5].

DEN POWELL, sales staff KFI-TV s Angeles, to associated T-V Film oducers, Burbank, as account ex- tive for commercial spots.

ALTER WHITE Jr., president, and e Shirley Thomas, vice president mmodore Productions, Hollywood, re April 25 for vacation in Hawaii.

ELD RESEARCH is new name for rvin D. Field & Assoc., S. F. re- rch firm.

L Los Angeles TV stations—KECA- , KFI-TV, KLAC-TV, KNBH, LA, KTSL and KTTV—are now sub- ribers to Los Angeles TV Hooperat- s, it was announced last week by E. Hooper Inc. Uniform move was de to eliminate the "confused pro- m rating situation," according to ooper firm.

OUR MORE Canadian stations have ught *Tello-Test*, package of Walter hwimmer Productions, Chicago. They e CKCK Quebec City, Que.; CHLO Thomas, Ont.; CKSO Sudbury, nt., and CJRW Summerside, Prince dward Island.

ERBERT BAYARD SWOPE Jr., tele- ion producer-director, NBC New rk, has acquired rights to complete rks of Sax Rohmer, author, for lf-hour TV series to go into pro- ction in fall. Writings comprise er 200 short stories, novels and ays. First two of planned series ll be *Sax Rohmer Presents*, with Mr. hmer narrating, and *Fu Manchu*.

ILLIS COOPER, radio-TV writer, ll adapt stories to television.

M SEARFOSS, commercial man- er WSAL Logansport, Ind., and RT ROSENBERG, head of his own siness, to sales staff of Harry S. odman Productions, New York.

WILLIAM E. TAYLOR, press bureau manager Lever Bros. Co., to Marlen Pew Assoc., N. Y., as partner.

WILLIAM F. MacCRYSTALL, general manager KMGM (FM) Los Angeles, appointed West Coast sales representative of Metro-Goldwyn-Mayer Radio Attractions.

JOHN BOURKE, Julian Adv. Service, S. F., to staff *Family Circle* magazine.

Equipment . . .

ALFRED M. ECKSTADT, assistant manager electronic parts department Krich-New Jersey Inc., Newark, RCA Victor Northern Jersey distributor, named industrial sales engineer of department. He will direct promotion and sale of electronic equipment and parts to broadcast stations, industrial accounts, government agencies and similar organizations.

Comdr. E. F. McDONALD Jr., president Zenith Radio Corp., Chicago, received special award for pioneering Phonevision, at Second Annual Dinner of Southern California Society of Radio and Television Editors.

GERALD GOETTEN, Los Angeles appliance and TV salesman, to DuMont Labs as assistant central states regional sales manager, effective immediately.

ZETKA TELEVISION TUBES Inc., Clifton, N. J., announces new two-color, 12-page catalog is available to trade without cost. Book covers 16" through 20" picture tubes made by company. Picture of tube is accompanied by descriptive copy and diagrammatic drawings.

LEON A. WORTMAN appointed director of advertising and sales promotion for Audio & Video Products Corp., N. Y.

DIXIE B. McKEY, radio engineering consultant, appointed field sales representative RCA microwave and mobile communications products in Southern states. He will make his headquarters at RCA regional offices in Dallas.

HERBERT J. ALLEMANG, management consultant, appointed vice president on executive staff Philco Corp., Phila.

H. LESLIE HOFFMAN, president Hoffman Radio Corp., L. A., named chairman of industry committee for local annual Heart Assn. drive. JOHN MORE, copy chief Brisacher, Wheeler & Staff, L. A., to Hoffman Corp. in newly created post of television program producer.

Technical . . .

FRED SLINKER, engineer ABC-TV Chicago, father of son.

D. H. HAWLEY named chief of commercial operations Canadian National Telegraphs, Toronto.

RUSS HUNT named technical director on Don McNeill's TV Club on ABC-TV from Chicago.

JAMES J. KRAKORA Jr., chief engineer WFJL (FM) Chicago, resigns to join experimental color laboratories operated by Motorola Inc.

TRUCK SETS

ICC Studies Problem

A PROPOSAL governing the location of TV viewers and screens in trucks, busses and other vehicles is under study by the Interstate Commerce Commission in the wake of a deadline on objections to that and other suggested "safety" regulations.

The rule was advocated by the commission's Motor Carrier Division and will be reviewed by the agency along with other measures applying to all vehicles operating in interstate commerce.

At the same time, it was disclosed that the commission is "nearing a decision" on another recommendation that household movers of the American Trucking Assn. be given specific authority to haul television sets in interstate commerce.

With respect to TV receivers in vehicles, a suggested rule (3.3421) would provide that any motor vehicle so equipped "shall have the viewer or screen located at a point to the rear of the back of the driver's seat, if it is in the same compartment as the driver, and shall be located as not to be visible to the driver while he is driving the motor vehicle."

Similar provisions are set forth in laws passed by some state legislatures in the past year.

News Survey

A SURVEY of TV news operations is being made by a Boston U. student in cooperation with the National Assn. of Radio News Directors. Questionnaires, together with a letter from Ben Chatfield, WMAZ Macon, Ga., NARND president, were mailed to more than a hundred TV stations. The student, Marion Del Vecchio, will complete a thesis based on the questionnaire returns. The report then will be turned over to NARND for mailing to interested members.

KGW carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES
From 1949 BMB Survey

DAYTIME

KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME

KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

KGW PORTLAND, OREGON
on the efficient 620 frequency
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DEADLINE

MARCH 31

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NAME

TITLE

STREET

COMPANY

CITY ZONE State

YEARBOOK Special

March 16 Applications . . .

ACCEPTED FOR FILING

License for CP

KPQ Wenatchee, Wash. — RESUBMITTED application for license for CP to increase power, change DA-N, install new trans.

WLIN Merrill, Wis.—License for CP to change frequency, power, hours of operation, install DA-N and change ant. system.

WGGH (FM) Greenwich, Conn.—License for CP new FM station.

WBJC (FM) Baltimore, Md.—License for CP new non-commercial educational FM station.

Modification of CP

WEGG Moorefield, W. Va.—Mod. CP new AM station for extension of completion date.

KSRT (FM) Beverly Hills, Calif.—Mod. CP new FM station for extension of completion date.

WNAC-FM Boston—Mod. CP new FM station for extension of completion date.

WAYS-FM Charlotte, N. C.—Mod. CP new FM station to change ERP from 7.7 kw to 2.4 kw, ant. height from 415 ft. to 100 ft. etc.

License Renewal

Following stations request renewal of license: WATM Atmore, Ala.; KTHS Hot Springs Nat'l Pk., Ark.; KSDO San Diego (resubmitted); WCAZ Carthage, Ill.; WKAI Macomb, Ill.; WKRS Waukegan, Ill.; WCNB Connersville, Ind.; WLRP New Albany, Ind.; WKLO Louisville, Ky.; WFGM Fitchburg, Mass.; WOAP Owosso, Mich.; KMOX St. Louis; KFAB Omaha, Neb.; WWGP Sanford, N. C.; WTAM Cleveland; WTOD Toledo, Ohio; WGPA Bethlehem, Pa.; WCAU Philadelphia; WVJP Caguas, P. R.; KTFY Brownfield, Tex.; WRVA Richmond, Va.; KING Seattle, Wash.; WTTN Watertown, Wis.; WKID-FM Urbana, Ill.

March 20 Decisions . . .

BY THE COMMISSION

Extension of License

WKID-FM Urbana, Ill.—Granted further temporary extension of license to June 1.

BY THE SECRETARY

KPHO-TV Phoenix, Ariz.—Granted license for new TV station and change studio and trans. locations.

Phoenix Television, Inc., Area Phoenix, Ariz.—Granted license for new TV Pickup station KA-7379.

WLET-FM Toccoa, Ga.—Granted license covering changes in FM station; Ch. 291 (106.1 mc), 7.3 kw; 190 ft.

Following were granted mod. CP's for extension of completion dates as shown:

WWOL-FM Buffalo, N. Y. to 10-1-51; WRVC Norfolk, Va. to 6-15-51; cond.; WWBZ Vineland, N. J. to 6-8-51; cond.; KFUO-FM Clayton, Mo. to 5-1-51; WHO-FM Des Moines, Iowa to 7-1-51; WBOW-FM Terre Haute, Ind. to 10-9-51; WLAV-FM Grand Rapids, Mich. to 9-16-51; WFMY Greensboro, N. C. to 6-5-51; KHAD Delano, Calif. to 9-26-51; WHO Des Moines, Iowa to 7-1-51; cond.; WARM Scranton, Pa. to 6-15-51; cond.

American Bcstg. Co., Inc., Los Angeles, Calif.—Granted license covering changes in facilities of TV STL station KMD-96.

WNAV Annapolis, Md.—Granted license covering increase in power and changes in maximum expected operating value; cond. (1430 kc 1 kw DA-N unl.)

KTIS-FM Minneapolis, Minn.—Granted license covering changes in FM station (Ch. 253 (98.5 mc) 5.3 kw, 250 ft.).

WJZ-TV (Aux.) New York—Granted mod. CP to change ant. system and ERP from vis. 425 w, aur. 207 w to vis. 455 w, aur. 228 w ant. height 1252 ft.

KFOX-FM Long Beach, Calif.—Granted mod. CP for extension of completion date to 7-1-51.

WPAR Parkersburg, W. Va.—Granted license covering installation new vertical ant. and mount FM ant. on side AM tower.

WLDS-FM Jacksonville, Ill.—Granted license covering changes in FM station; (Ch. 263 (100.5 mc) 9 kw 340 ft.).

KVOL-FM Lafayette, La.—Granted license covering changes in FM station; (Ch. 241 (96.1 mc) 15 kw, 220 ft.).

FCC actions

MARCH 16 TO MARCH 22

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

WWOC Manitowoc Twp., Wis.—Granted mod. CP for approval ant., trans. and main studio locations and change type trans.

KFDX Wichita Falls, Tex.—Granted license covering installation of two new main trans., increase power and change DA (990 kc 1 kw 10 kw-LS, DA-2 unl.).

KPAT Pampa, Tex.—Granted license new AM station (1230 kc 250 w unl.; cond.).

KFIR North Bend, Ore.—Granted license new AM station (1340 kc 250 w unl.).

KBMN Bozeman, Mont.—Granted license new AM station (1230 kc 250 w unl.).

KMLW Marlin, Tex.—Granted mod. CP for approval of ant. trans. location, specify main studio location and change type of trans.

WETO Gadsden, Ala.—Granted license new AM station and change studio location (930 kc 1 kw D.).

By Comr. Robert F. Jones

The Court House Bcstg. Co., Washington Court House, Ohio—Granted petition insofar as it requests leave to take depositions of numerous public witnesses and certain stockholders in corporation and denied insofar as it requests removal of hearing in proceeding re its application and that of Central Ohio Bcstg. Co., Galion, Ohio, to the field.

Granted petition for leave to amend its application to specify 500 w D, in lieu of 250 w D etc.

Central Ohio Bcstg. Co., Galion, Ohio—Granted petition for leave to amend application so as to reduce power at night from 1 kw to 500 w, and to revise DA.

Fayette Bcstg. Co., Washington Court House, Ohio—Granted petition for dismissal without prejudice of its application.

WMIK Middlesboro, Ky.—Granted petition insofar as it requests dismissal of its application; denied insofar as it requests dismissal without prejudice.

KHOZ Harrison, Ark.—Dismissed as moot "Petition for Leave to Amend and Supplement," filed on Sept. 11, 1950, since petitioner is not amending application in any manner; that the material filed with petition is merely supplemental argument to that made in petition for reconsideration.

WJVA South Bend, Ind.—On Commission's own motion scheduled hearing in proceeding re application for renewal of license for April 12, at South Bend.

By Examiner J. D. Bond

KDSJ Deadwood, S. D. and KTOE Minnesota Valley Bcstg. Co., Mankato, Minnesota—Granted motion of KDSJ for leave to amend application to specify 980 kc 1 kw unl. DA-N in lieu of 1420 kc 1 kw, unl., and application as amended was removed from hearing docket. On Commission's own motion, removed from hearing docket application of KTOE.

Clark-Montgomery Bcstg. Co. Inc., Winchester, Ky.—Granted motion for leave to amend application to show new estimates with respect to costs of construction, to show use of different make of trans. etc. Also granted motion for leave to amend to specify definite site at which trans. and ant. system of proposed station is to be located.

By Examiner Jack P. Blume

KFFA Helena, Ark.—Granted petition requesting FCC to accept its late appearance in proceeding re application for CP to increase daytime power, install new trans. etc.

By Examiner Leo Resnick

FCC General Counsel—Granted petition requesting that transcript of oral argument, held on Feb. 21 on the motion by Garfield Medical Apparatus Co., New York, to strike General Counsel's "Proposed Conclusions of Law," be corrected in various respects.

Garfield Medical Apparatus Company, New York—Granted petition requesting that FCC accept late filing of memorandum annexed to petition which petitioner states is in clarification of its findings of fact and conclusions of law previously filed; memorandum annexed to petition was accepted.

By Examiner Fanney N. Litvin

Lawton-Ft. Sill Bcstg. Co., Lawton, Okla.—Granted request for additional time to April 2, to file proposed findings and conclusions in proceeding re its application; action on petition for leave to amend and reopen record will be held in obeyance until after April 2 when a further order will be issued.

By Examiner Elizabeth C. Smith

Radio California, Sacramento, Calif.—Examiner called conferences of all parties to this proceeding to meet at offices of FCC, Washington, D. C. on March 30, for purpose of discussing methods of developing proof relative to issues in proceeding, particularly question of objectionable interference from proposed operation, and such other matters as will aid in expeditious conduct of the hearing.

KTUR Turlock, Calif.—Granted petition for continuance of hearing proceeding re application of Radio California, Sacramento, Calif. from April 4 to May 2, at Washington.

Granted petition of KTUR for authority to take deposition of Cecil Lynch of Modesto, Calif., at offices of KTUR in Turlock, Calif., on March 27, in proceeding re application of Radio California.

March 20 Applications . . .

ACCEPTED FOR FILING

Modification of License

WLBE Eustis, Fla.—Mod. license to change main studio location AMENDED to change name of applicant from Paul Hunter to WLBE Inc.

KEPO El Paso, Tex.—Mod. license to change name licensee from KWFT Inc. to Rowley-Brown Bcstg. Co.

KWFT Wichita Falls, Tex.—Same.

KWFT-FM Wichita Falls, Tex.—Same.

AM—1420 kc

WWHG Hornell, N. Y.—CP to change from 1320 kc 1 kw D to 1420 kc 1 kw-D, 500 w-N DA-N.

Modification of CP

WANT Richmond, Va.—Mod. CP new AM station AMENDED to change trans. location from 1705 Colorado Ave. to Belle Isle and change studio location from 1705 Colo. Ave. to N.E. corner Third & Broad Sts. and change type trans.

KWPC-FM Muscatine, Iowa—Mod. CP new FM station to change ERP from 9.3 kw to .78 kw and type trans.

Following stations request mod. CP for extension of completion dates: WDSU-FM New Orleans; KGMO (FM) Cape Girardeau, Mo.; KJSK-FM Columbus, Neb.; WAYS-FM Charlotte, N. C.; WWVA-FM Wheeling, W. Va.; KSDS San Diego, Calif.; KDYL-TV Salt Lake City.

CP to Replace CP

WRBI (FM) Blue Island, Ill.—CP to replace CP for new FM station.

License for CP

WBGE-FM Atlanta, Ga.—License for CP new FM station.

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TV—Ch. 3

WTMJ-TV Milwaukee, Wis.—CP to increase ERP from 16 kw vis. 10 kw aur. to .925 kw vis. .578 kw aur., change type ant. etc., ant. height 985 ft.

License Renewal

The following stations request renewal of license: KPMC Bakersfield, Calif.; KIBE Palo Alto, Calif.; KECC Pittsburgh, Calif.; KOWL, Santa Monica, Calif.; WJYS Canton, Ill.; WCFL Chicago; WKOI LaPorte, Ind.; WKAM Warsaw, Ind.; KCHA Charles City, Iowa; KAYL Storm Lake, Iowa; KOFO Ottawa, Kan.; KPLOU Lake Charles, La.; WKOX Framingham, Mass.; WABJ Adrain, Mich.; WNEX Saginaw, Mich.; WNEW New York (alt. main trans. only); WKBS Easter Bay, N. Y.; WJMO Cleveland, Ohio; WPGH Pittsburgh; WRYO Rochester, Pa.; WSCR Scranton, Pa.; WFGN Gaffney, S. C.; KTRM Beaumont, Tex.; KIVY Crockett, Tex.; KXRN Renton, Wash.

APPLICATIONS RETURNED

AM—1400 kc

Wabash Assn. of Bcstrs. Inc., Wabash, Ind.—RETURNED application for new AM station on 1400 kc 250 w unl.

License for CP

KNPT Newport, Ore.—RETURNED application for license to cover CP change frequency, power, install new trans. and DA-N.

KWSC Pullman, Wash.—RETURNED application for license to cover CP install new trans.

Assignment of CP

KMLW Marlin, Tex.—RETURNED application for voluntary assignment of CP [FCC ROUNDUP, March 19].

SSA

KTW Seattle—RETURNED application for SSA to operate from 7:30 p.m. to 8:30 p.m. DST Thurs. eves.

APPLICATIONS DISMISSED

Assignment of License

KWEW Hobbs, N. M.—DISMISSED application for assignment of license [FCC ROUNDUP, Feb. 19].

WTMJ-TV Milwaukee—DISMISSED at request of applicant bid for CP increase power from 16 kw vis., 10 kw aur., to 90 kw vis., 45 kw aur. New application filed to change ERP to 0.925 kw vis., 0.578 kw aur. with ant. 985 ft.

March 21 Decisions . . .

BY THE COMMISSION EN BANC

Designated for Hearing

WBET Brockton, Mass.—Designated for hearing in Washington on May 9, re application to change from 990 kc to 1460 kc, increase hours of operation from D to unl. and install DA-N with power of 1 kw; made WSAR Fall River, Mass., party to proceeding.

WHUN Huntingdon, Pa.—Designated for hearing in Washington on May 10, re application to change from 1400 kc 250 w unl. to 1010 kc 1 kw D and install new trans.

WHIP Mooresville, N. C.—Designated for hearing in Washington on May 11, re application to increase power from 1 kw D to 5 kw D on 1350 kc, and install new trans.

Modification of CP

WKAP Allentown, Pa.—Granted mod. CP to change trans. location, type trans., and DA-N maximum expected operating value; cond.

KMPC Los Angeles, Calif.—Granted application for mod. CP for six-month's extension of completion date. (CP authorized increase in power from 10 to 50 kw on 710 kc DA-N).

Designated for Hearing

KIWW San Antonio, Tex. and KUNO Corpus Christi, Tex.—Designated for consolidated hearing in Washington on May 17 re application of KIWW to change from 1540 kc to 1400 kc 250 w D, with application of KUNO to change from 100 w to 250 w (unl. on 1400 kc); made KBOP Pleasanton, Tex., and KNAL Victoria, Tex., parties to proceeding. Denied petition of KUNO for reconsideration and grant of application without hearing.

Floral City Broadcast Co., Monroe, Mich. and Ionia Bcstg. Co., Ionia, Mich. and Seneca Radio Corp., Fostoria, Ohio—Designated for hearing in Washington May 21, in consolidated proceeding, re applications for new stations all requesting frequency 1430 kc: Floral City for 500 w D-DA; Ionia for 500 w D, and Seneca for 1 kw unl.; made WGRD Grand Rapids, Mich., party to proceeding with respect to Ionia application only.

WFTC Kinston, N. C. and WELS Kinston, N. C.—Designated for consolidated hearing in Washington May 23, re application of WFTC to change

(Continued on page 84)

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Texas ABC station desires aggressive commercial manager. Box 158J, BROADCASTING.

Experienced man as manager-salesman, to assume full charge western Pennsylvania radio station in city of 30,000. Pittsburgh area. Finest and most modern equipment. Excellent opportunity to qualified person. Box 165J, BROADCASTING.

Manager wanted immediately, combination engineer with emphasis on announcing. Immediate opening for man with good attitude. Have all correspondence addressed to Box 186J, BROADCASTING.

Sales executive for old established network affiliated station in thriving southern market. Opportunity to take over immediate sales direction and ultimate management. Box 197J, BROADCASTING.

Manager wanted for opening in small northeast market. 1000 day. Send complete history on managerial record. Sales a major requirement. State past radio connections. References required. This job requires full all-round radio experience. Remuneration worth effort needed to make successful operation. Box 199J, BROADCASTING.

Salesmen

Experienced salesman-copywriter. Guarantee $75.00 minimum right man. Old established ABC affiliate single station market. Midwest. Box 34I, BROADCASTING.

Opportunity for top salesman with proven ability with established station in one of south's best radio markets. Commission basis provides opportunity up to $1000 per month. Additional long range future. Only established salesmen with proven ability and excellent business and personal background will be considered. Send photograph, personal and business references, actual sales record, etc. Confidential. Apply Box 142J, BROADCASTING.

Transcription salesmen, currently in field, willing to sell additional transcribed news package on commission basis. Write Box 153J, BROADCASTING.

Radio library salesmen or transcription salesmen. Materially increase your weekly income! Sell the radio program that is a "must" for secondary as well as primary markets. No competition to your present job. Excellent remuneration. Write in confidence to Box 183J, BROADCASTING.

Salesman wanted—Basic ABC station in market over one million. Generous commission. Must be successful radio salesman. Reply Box 201J, BROADCASTING.

Wanted: Salesman for undeveloped market. Must like small town life. No floaters. Family man preferred. Make own deal within reason. Write: Manager, KLMR, Lamar, Colorado.

Salesman for dual net station. Excellent working conditions, guaranteed base plus commissions. Details first letter. WDYK, Cumberland, Maryland.

Salesman: Independent AM-FM. State experience and references. Contact direct. WFRO, Fremont, Ohio.

Miami's leading independent has opening for alert, experienced salesman with perseverence, imagination and drive—draw against 15% commission. Full details first letter. Car necessary. References will be checked: R. P. Jones, Radio Station WMIE, Everglades Hotel, Miami, Florida.

Wanted: Salesman. Experienced time salesman for 250 watter in Chicago metropolitan area. Tremendous opportunity. WOPA, Oak Park.

Help Wanted (Cont'd)

Announcers

Progressive southwestern kilowatt has immediate opening for combination man, emphasis on announcing. Good salary, and opportunity for right man. Send audition, qualifications and snapshot to Box 23J, BROADCASTING.

Wanted: Announcer-disc jockey for southern station, salary plus talent, available immediately, draft exempt. Box 65J, BROADCASTING.

If you're a good announcer with first class ticket, you're worth seventy-five starting salary to an up-and-coming Pennsylvania independent. Give experience, full details and disc in first reply. Box 90J, BROADCASTING.

Experienced announcer, central Illinois, 250 watter. Give full details, experience and salary required. Box 135J, BROADCASTING.

Immediately—Dependable, exempt, experienced announcer-engineer for morning shift, with car. New midwest 500 watt daytime. Start $60.00. Rush details. Box 145J, BROADCASTING.

Morning man who is friendly and just "talks to 'em." Good salary at north central network station, 5 kw. Send disc and data to Box 146J BROADCASTING.

Wanted: Announcer-morning DJ. Experienced man, strong on record show and news. Good starting salary, graduated pay scale, talent. Send disc, experience, photo and salary expected to Box 202J. BROADCASTING.

Wanted: Announcer with 1st class license must not be drifter. South network station. Pay $75.00, 44 hours. Man with auto desired, not necessary however. Box 163J, BROADCASTING.

Excellent opening on established station for trained announcer. Large south central market. Top salary scale for those who can qualify. Successful background at good station needed. Send personal and business references, photo, announcement and disc jockey samples. Reply confidential. Box 198J, BROADCASTING.

Sportscaster-announcer. Reliable 1000 watt station has opening for experienced staff man capable of doing strong sportscasts and handling other sports assignments. Good salary, plus talent. Send platter and photo, state experience and salary expected in first letter. Box 203J, BROADCASTING.

Announcer with ticket. One year announcing experience. $225 month, raise in six months. J. B. McNutt, KBUD, Athens, Texas.

Wanted—Combination man April 1. Emphasis on announcing, newscasts required. Possibly sales. Give draft status. KCOG, Centerville, Iowa.

Announcer who knows rural programming, who can MC a western musical unit and who can sell mail offers for an immediate opening at this 10 kw, ABC affiliate. Write giving complete information on your background and audition disc. This is an excellent opportunity for the right man. Radio Station KFBI, P. O. Box 1402, Wichita, Kansas.

Rush disc, photo and particulars to KVOC, Casper, Wyoming, if you desire position as combination announcer and engineer. Job now open. Will consider inexperienced man. Must have first class ticket.

Announcer. Straight staff. Minimum one year experience. Established ABC affiliate single station market. Rush personal and experience resume, plus references, draft status. Expected salary, tape or disc audition. No east or west coast applicants. Ken Marsh, KWNO, Winona, Minnesota.

Opening for two announcers. Salary open subject to qualifications. Experience as chief announcer, program director, salesman, or possessor first class ticket helpful. Established small town fulltime network affiliate. KXAR, Hope, Arkansas.

Help Wanted (Cont'd)

Experienced announcer for nice small town where hours are your own. Salary to right man. $60.00 week. Contact Ken Bishop, KXIT, Dalhart, Texas.

Wanted: Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in 1st letter. WDEC, Americus, Georgia.

Immediate opening for good announcer with first class license. Salary dependent upon ability. WJOC, Jamestown, New York.

Combination man for network station. $60 weekly. WKLV, Blackstone, Virginia.

Wanted—Combination announcer-engineer by 1000 watt NBC affiliate. Send details of experience, business and character references. Must be experienced in announcing and hold first class license. Southern man preferred. WLAK, Lakeland, Florida.

Immediately — Combination man for network station. State experience and salary requirements first letter. WMLT, Dublin, Georgia.

Good, solid commercial announcer, preferably with independent station experience. Permanent position for capable man. Send disc, photo, details to John Fahnline, Jr., WPIC, Sharon, Pa.

We're looking for an announcer who knows control room operation and can do a good MC job on disc shows. If you have made a name for yourself as a DJ at a good local station, here's an opportunity to move on up. Send complete details and audition disc to Merrit Milligan, Program Director, WTAD, Quincy, Illinois.

Technical

Operator for Texas station. Give full details. Box 54J, BROADCASTING.

First phone, willing to learn announcing. Start $45, rapid advancement, plus extras. Full details first letter. Box 106J, BROADCASTING.

Wanted: Man or woman engineer to do combination work. Write Box 150J, BROADCASTING.

I want a transmitter engineer interested in working at his trade. This is a new 10 kilowatt operation directional antennae. Affiliated with eleven other stations in mountain area. This is a good connection with a future. Contact Milo Petersen, KGEM, Boise, Idaho.

Chief engineer, supervision and maintenance only. Excellent opportunity with exceptional future. Send details, background, salary requirements, Radio Station KWWL, Waterloo, Iowa.

Immediate opening transmitter engineer. Union scale. Five day, forty hour week. WARL, Arlington, Va.

Chief engineer and transmitter operator. State salary, experience, references first letter either job. WASA, Havre de Grace, Maryland.

Wanted by May First. First class engineer or engineer-announcer. Prefer experienced maintenance man. Reasonable salary. Good living conditions. Reply WBUY, Lexington, N. C.

Technicians. AM-TV studio and transmitter vacation relief starting June 15th. Possibility several permanent. WCAU, 1622 Chestnut Street, Philadelphia.

Immediate opening for engineer with first phone, operate console, no announcing. 40 hour, five days week. Contact Dwight North, Chief Engineer, WCNT, Centralia, Illinois.

Help Wanted (Cont'd)

Chief engineer—Reliable knowledge AM-FM and interest in hi-fi. Wan quick thinking trouble-shooter wh likes to take initiative. Write M. F Rogers, WGMS, Washington 5, D. C.

Wanted: Man for transmitter and con trol board operation with 1st class tick et. Experience unnecessary, 250 wat fulltime ABC station. State minimum salary in reply. Write WHDL-AM Olean, N. Y.

Position open now for operator wit first class radiotelephone license. Per manent employment for right man. Re ferences required. Forty hour salary basis. WPAY, Portsmouth, Ohio.

Chief engineer-announcer, immediat opening, emphasis on engineering State salary expected, when available and send photo and audition if possible Manager, WPLA, Plant City, Florida.

Transmitter engineer, no announcing No experience necessary. Transmitte within walking distance of town WREL, Lexington, Virginia.

First class phone transmitter operator Experience not necessary. Phone WSSV Petersburg, Virginia.

Studio engineer wanted. License de sirable but not essential. Contact Victo Voss, Radio Station WWCA, Gary, In diana.

Need broadcast engineer first phone Employment immediately. Contac Chief Engineer, WWST, Wooster, Ohio

Production-Programming, others

New Pennsylvania independent need girl for continuity and air work. Stat experience and full details first reply Good salary. Box 91J, BROADCAST ING.

Copywriter-women's editor. Topnotch NBC eastern station in pleasant, nic size community. Send complete de tails, sample of work, voice recordin availability. Box 138J, BROADCAST ING.

Program director for Pacific Northwes network 1000 watter. Man with initia tive, production experience, good a voice. State experience, draft status availability, salary, picture. Box 151J BROADCASTING.

Wanted: Experienced and aggressiv news director-newscaster for region station in northeast. Must organize and direct department in addition to writ ing and air work. Two wire service supplied. Straight salary. In writing give full background. Box 178J BROADCASTING.

Wanted: Radio program or spot cam paign idea that has produced prove sales results for car painting and sea cover installation firm. Write Box 193J BROADCASTING.

Situations Wanted

Managerial

Network executive offers highest cal ber station management ability. Expe rience: Radio station sales manage network promotion manager; sales de velopment head, leading national re resentative. Consultant to manageme of 50,000 watt stations. Also impressiv television record. Box 9J, BROAD CASTING.

In eighteen months increased gross te times with station in 100,000 marke Ready to move up. Completely ex perienced all phases radio. Box 67J BROADCASTING.

Good, sober, experienced station man ager who can really sell, produce and program shows, is open for position want permanency, decent salary. Bo 73J, BROADCASTING.

Station sold. Manager available fo west or midwest. 19 years experience Can produce profits. Box 88J, BROAD CASTING.

Manager-sales manager. Complete sale and radio advertising background. Now in important New York spot with to national contacts. Family man, 3 wishes relocate attractive New Englan market, preferably Connecticut. Salar plus commission desired. Box 133J BROADCASTING.

Situations Wanted (Cont'd)

anager-sales manager, 16 years ex-rience radio, television, newspaper, phasis on administration, sales and ogramming. Background includes 7 ars as network AM-TV sales man-er; 2 years station manager network dio affiliate; 5 years leading national presentative; 3 years advertising de-rtment metropolitan daily. Industry de references will vouch for ability d results. Age 39, married, family, st coast location desired but will nsider elsewhere if real opportunity. ailable May 1. Box 155J, BROAD-ASTING.

Salesmen

lesman, 25, married, draft exempt, ree years radio experience. Prefer dwest. Box 2J, BROADCASTING.

dio, newspaper, agency background. mily, 29, draft exempt, veteran. Box J, BROADCASTING.

lesman, desires south or southeast, sition. $75.00 minimum start. Per-anent! Box 169J, BROADCASTING.

lesman-announcer, resonant voice. rong on commercials, news, good DJ, les background. Some experience. ill resettle. 25 years, vet, married. arold K. Farley, 240 Franklin Street, terson, N. J.

Announcers

seball play-by-play man experienced live and recreated broadcasts avail-le for this season. Air check avail-le. Excellent references. Box 564H, OADCASTING.

orts wanted year-round. Experi-ced AA baseball, midwest basket-ll, football and all staff. National ency, sponsor recommendations. teran, 3 children, college. Draft ex-mpt. Box 955H, BROADCASTING.

nouncer—Ambitious sportscaster eks opportunity to gain practical ex-erience in small livewire station. Vet-an. Single, 23, hardworking. Crea-ve, reliable. Can operate control board d turntable. Go anywhere. Details, sc on request. Box 101J, BROAD-ASTING.

ersatility the keynote. Announcer, rong on DJ, news, commercials. Some nsole. Will travel. Sober, veteran. ox 104J, BROADCASTING.

arried, vet, 31, 4 years experience. orts, AM and TV, news, program-ing, desires position with reliable tion. Excellent references. Box J, BROADCASTING.

nouncer-engineer, experienced, em-oyed Wisconsin 250 watter. Strong announcing. Proven results pop DJ, orts. Married, veteran, no reserve. k better conditions anywhere. Box J, BROADCASTING.

mic DJ, trick cues, mystery voices, fects. 8 years success. Combination, arried, exempt, employed. $100. Box J, BROADCASTING.

perienced announcer, disc jockey rsonality will take over AM or PM ow. Sustain and build same. $60 se plus talent. Box 140J, BROAD-ASTING.

ersatile D-J immediately available. perienced. Young and ambitious. aft deferred. California and south-est. California resident. Box 141J, ROADCASTING.

ll phases announcer on net and indies sires change to midwest or Great kes region. Data, disc. Box 144J, ROADCASTING.

nouncer wants more experience. llege, vet, knows RCA board. Travel. x 148J, BROADCASTING.

nouncer, 39, college graduate, excel-nt voice. 12 years sales experience, aft exempt. Experienced staff an-uncer and DJ, console. Fluent Ger-an. Disc. Box 149J, BROADCAST-G.

seball announcer: One of nations st. Real promoter. Not run of the ill. Available for radio-TV year-und work. Box 154J, BROADCAST-G.

nouncer, 28, experienced, presently ployed, veteran, exempt, interested evision, will travel, prefer west, uthwest, consider all offers, tape, otograph available. Box 170J, ROADCASTING.

Situations Wanted (Cont'd)

Family man, draft exempt, would like job as librarian and disc jockey, experience 1000 and 5000 watt stations, work board, emcee shows, ad lib commercials, do hillbilly shows with guitar, nice personality available at once. Box 168J, BROADCASTING.

Experienced announcer-engineer. First phone. Presently employed 250 w. Seeking move east or west coast. Salary dependent, location, hours. Box 172J, BROADCASTING.

Announcer-control board operator-continuity writer. Limited experience. Vet. 22. Ex-comic, draft exempt. Will travel. Box 176J, BROADCASTING.

Ex pro baseball player with radio background desires baseball play-by-play. Age 22, draft exempt. Also news, DJ, continuity writer. Experience P. B. O. Box 177J, BROADCASTING.

Experienced announcer, married veteran, good newscaster, DJ. Seeks position with permanency and future. Box 180J, BROADCASTING.

Announcer-salesman, professional sports delivery. Draft exempt. Limited experience. Write continuity. Operate control board. Box 188J, BROADCASTING.

Announcer, presently employed, strong commercials, disc jockey and news, can operate console, two years experience, married, draft exempt, will relocate. Box 190J, BROADCASTING.

Combination man. Experienced in all phases of announcing. Strong on news. Capable disc jockey. Desire position east or southeast. $80 minimum. Box 194J, BROADCASTING.

Experienced commercial announcer, presently employed, draft exempt, wants to locate south or west coast. Sober, stable, family man. Age 32, college graduate. Disc, photo, full qualifications on request. Box 196J, BROADCASTING.

Announcer with full knowledge of writing, news editing and console operation. Especially good on news, commercials. Draft exempt. Write Dick Brattin, 2130 S. E. Salmon, Portland, Oregon.

Veteran, 29, college grad, radio grad, good references. Desire straight announcing job. Lee Drake, 1102 West Edgemont, Phoenix, Arizona.

Seeking re-location, prefer job in midwest, or Penna. Presently employed as a writer-announcer. Seeking straight announcing job. Call Mr. Garrett, Telephone 4-12-60. Oil City, Penna.

Play-by-play staff announcer looking for baseball broadcasting. At present doing sports-staff work in Logan, W. Va. Contact Mike Wynn, Station WLOG, Logan, W. Va.

Technical

Phone first, salary, hours, offer, first contact. Box 833H, BROADCASTING.

Field engineer desires position with consulting radio engineering firm. Experienced in measurements and construction. Draft exempt, available 15 days. Box 122J, BROADCASTING.

Competent engineer, experienced all phases including chief and 5 kw operation. Draft exempt, excellent references. Will wait for suitable position. Details on request. Box 152J, BROADCASTING.

Experienced combo man, with 1st phone desires location in competitive market. Strong on news, DJ. Married, veteran with two years "show biz" background. References exchanged. Box 156J, BROADCASTING.

Broadcast operator with two and one-half years experience, available March 26. Single, vet, 33. Write Box 157J, BROADCASTING.

Employed engineer or combination, would like to work in Portland, Oregon or vicinity. Married, veteran. Box 161J, BROADCASTING.

Chief engineer. Complete experience construction, maintenance, operation, directional antenna. State wages, hours, etc., first letter. Prefer midwest or west. Box 171J, BROADCASTING.

Transmitter operator: AM-FM-TV experience. Preferably in potential TV station. Further information supplied on request. Box 174J, BROADCASTING.

Engineer, 3 years broadcast experience. Prefer within 300 miles N. Y. C. State salary first contact. Box 175J, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, young, experienced both transmitter and studio, AM-FM, remotes, maintenance, some announcing, draft exempt, car. New England preferred but all offers considered. Complete details through Box 181J, BROADCASTING.

Technician, experienced, transmitter, console, remotes, combo work. Wish to locate in midwest preferably Minnesota. Presently employed. Box 185J, BROADCASTING.

Combination engineer-announcer, presently employed desires job with future, married, draft exempt and experienced. Box 187J, BROADCASTING.

Engineer with first class phone, veteran, sober. Some experience remotes and 10 watt xmters-receivers (portable) can relocate. Box 189J, BROADCASTING.

Experienced engineer, 27, single. Walter M. Dahlberg, 502 N. 21 St., Superior, Wisconsin.

Engineer, any size station. Thirty years experience. Go anywhere. Formerly with FCC. John F. Lamont, Seven Cleveland Avenue, Cranston, Rhode Island.

Technician, experienced broadcast operation using various popular makes of equipment. Available quickly for straight transmitter position. Please describe your requirements. Lewis Sherlock, Box 51, Plainview, Texas.

Production-Programming, others

Newsman and continuity writer. Two years experience with college-owned station. Some commercial experience Thoroughly trained in sports and special events, news gathering, and rewrite. B. A. Degree. Single veteran, draft exempt. Prefer west coast or Rocky Mountains. Box 60I, BROADCASTING.

Florida, Texas stations: Producer, program director with topnotch personality show currently being broadcast in major metropolitan market. Box 93J, BROADCASTING.

News, sports, production, promotion, writing. All experience at an excellent network station. Ready for larger market. University of Minnesota grad, veteran, 2 dependents. Write Box 143J, BROADCASTING.

Farm: Program director-commentator-consultant available shortly. Preference dairy mixed farming northeast. Can do weekly farm page for connected newspaper. Box 167J, BROADCASTING.

News, commercial and staff man available. Five years radio, one year television. Last 3½ years with same 5 kw station. Looking for some security at progressive station in large market. Box 173J, BROADCASTING.

Do you need a program director? Two years commercial experience, five years director of radio, midwestern university. Can announce topflight morning show and give your station the very finest in programming. Conscientious, capable and willing to work day and night to improve your station. Box 182J, BROADCASTING.

Six years experience for sale. Background includes network announcing and production work; independent station salesman and program director; free lance writer and director, packaging. Age 28. Draft exempt. World War 2 veteran. Go anywhere if offer good. Box 191J, BROADCASTING.

Situations Wanted (Cont'd)

Experienced young lady. Desires position in a metropolitan area station. Experience includes considerable broadcasting and programming with 1000 watt net work station. College education plus practical knowhow. Box 192J, BROADCASTING.

Professional home economist desires position as women's director with active, established station. One year behind mike. Excellent home economics and teaching background. Thorough knowledge of radio. Prefer midwest. Best references. Disc and photo on request. Box 204J, BROADCASTING.

Young woman desires position in program department of northeastern state. Trained in all phases of radio. Experienced. Greatly interested in children's and women's programs. Contact Miss Dorothy Guyle, 15 Spencer Street, Lyons, New York.

Television

Salesmen

University graduate desires position in TV sales. Best qualification, results. Box 195J, BROADCASTING ● *TELECASTING.*

Production-Programming, others

March graduate one of finest TV production schools in east. Six months announcing with AFRS. Age 25, draft exempt, mature, married and sober. Impeccable references from people in industry. Start in any phase of production. Photo and/or disc on request. Box 179J, BROADCASTING ● *TELECASTING.*

For Sale

Stations

Successful 1 kw daytimer and class B FM in large eastern metropolitan market. Gross '49 and '50 over $200,000. Principals only. Box 205J, BROADCASTING.

Equipment, etc.

Best offer takes 3 kw Federal FM transmitter, Andrew 4 bay side mounting antenna with 280 feet 1⅝ inch cable, hangers, etc. Box 136J, BROADCASTING.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

Have new guyed radio towers complete with ±10 bare copper ground wire. Write Box 162J, BROADCASTING.

RCA 3 kw FM and GE 3 kw FM transmitters, two GE BM-1A station monitors, 2 bay GE antenna, reasonable. Box 166J, BROADCASTING.

For sale: Equipment, complete set tower lights (4) and flashing beacon Hughey-Phillips, $200.00. Gates tuning unit model 21A less meter, $100.00. Westinghouse tower flasher unit $40.00. 2-Pickering 16 inch transcription arms complete with heads, $15.00. Brush tape recorder model BK-401, $65.00 8 ft. rack open end, $12.00. In good condition. Box 200J, BROADCASTING.

GE 250 watt FM transmitter, 2 bay antenna, frequency, modulation, aural monitors and jack strips in 6 ft. rack. Price $3500.00 FOB. Radio Station KFMB, San Diego.

(Continued on next page)

PRODUCER-DIRECTORS WANTED

for foreign language programs, New York and Germany. Must have minimum three years experience directing live programs network or large commercial station, and working knowledge of spoken German or French. Salary open. Must be available immediate interview N.Y.C. Send detailed resume to Box 160J, BROADCASTING.

For Sale (Cont'd)

One 150 foot self-supporting, insulated American Bridge tower; one type BT-20-A 250 watt GE AM transmitter; one type BT-1-B 250 watt GE FM transmitter complete with type BM-1-A frequency and modulation monitor; type BY-4-C GE four bay low-power—offside antenna and supporting mast; approximately 200 feet 1⅝" Comm. Prods., transmission line and dehydrator; crystals for 1450 kc and 101.7 mc. Make us an offer, all or part. WENE, Endicott, New York.

For sale: Approximately five hundred feet brand new 70 ohme coax seven-eighth inch copper conduit. 20 foot lengths. Best offer cash, F.O.B. Radio Station WHKP, Hendersonville, N. C.

500 pounds, new #10 bare copper wire. Cash only. Write Radio Station WKCT, Bowling Green, Kentucky.

For sale: One kw Western Electric transmitter, 200 foot Wincharger, tower and all necessary related equipment for studio and transmitter, including office equipment. Now in daily operation, but available April 1 because of consolidation. Also one Collins limiter and one Presto recorder. Inquire WWHG, Hornell, New York.

Wanted to Buy

Stations

Experienced manager desires to purchase or invest in to personally manage a radio station in midwest area. Write Box 184J, BROADCASTING.

Equipment etc.

Cash for quick sale. 1-⅝" rigid coax, Andrew 451 or Communications Products 1A-625. Must be perfect shape for new FM installation. Give price amount and condition. Box 108J, BROADCASTING.

Wanted: Approved kilowatt transmitter in good condition. Box 1071, Plainview, Texas.

Will pay cash for good used equipment for 250 watt installation. Everything from tower to studio. Gadsden Radio Company, P. O. Box 937, Gadsden, Alabama.

Miscellaneous

Wanted: Stations interested in quality mail order deals that do not backfire. Quality guarantees repeat business. Box 147J, BROADCASTING.

Note: New or replacement broadcast crystals for Western Electric, RCA, Bliley and other holders; fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3901.

Help Wanted

ADVERTISING AGENCY

wants man with sound radio background or radio agency experience, as assistant to radio-television director. Well known Providence, R. I. agency handling important radio-television accounts. Mail complete details. REPLIES CONFIDENTIAL. Box 159J, BROADCASTING.

Help Wanted (Cont'd)

Net affiliate in major market needs

competent director of women's programs.

Minimum four years experience required, plus excellent commercial history. Must be able to assume full directorship of women's activities. Splendid opportunity for qualified person. Excellent base salary, plus high talent. Send all information, photo, plus disc or tape to

Box 16J,
BROADCASTING

Announcers

Network station in city over a million needs

topflight newscaster, commentator.

Must be experienced in gathering and preparing own material and have had good commercial history. Splendid opportunity for right man. Substantial base salary, plus high talent. Only qualified applicants will be considered. Send all information plus transcription to

Box 15J, BROADCASTING

Wanted to Buy

Equipment, etc.

USED 16" PROGRAM RECORDS ARE GOOD AS GOLD!

Highest prices paid for outdated, scratched or damaged 16 inch pure vinyl transcription records. Clean out your library at a profit. Drop us a post card or letter estimating the quantity, in records or pounds, you offer to sell. We'll send you current price and shipping instructions by air mail.

J. W. NEFF LABORATORIES, INC.
Mfrs. of Nef-O-Lac Record Compounds
Stockertown, Penna.

Employment Service

RADIO PERSONNEL

Wanted: Capable, experienced staff announcers, program director disc jockey, MC-TV, newscaster, combination engineer-announcer and copy-writers. Jobs waiting.

BERT ARNOLD,
Keene Road,
Clearwater, Florida

I am placing better men with better stations everywhere every day.

Employment Service (Cont'd)

EXECUTIVE PLACEMENT SERVICE

Confidential, nation wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from employers and applicants.

HOWARD S. FRAZIER
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

Register Today
BOROM RADIO PERSONNEL SERVICE
703 S. Vernon • Dallas 8, Texas
★
Licensed and Bonded

Miscellaneous

FOR RENT

Television, Radio or Theatrical Use

Rendezvous Room at the centrally located Hotel Victoria. 73'6" long, 23'9" wide, 16'11" high. Accommodates 225 people. Fully air conditioned. Beautiful decor.

Phone or write:
Mr. Wm. J. Munson
Hotel Victoria
7th Ave. & 51st St.
CIrcle 7-7800

NEW WJR UNIT
100 Kw Possible If Needed

A FULL 100 kw signal can be supplied by WJR Detroit, if requested, in the event of a national emergency, it has been announced. The station dedicated its new 50 kw Western Electric transmitter March 19, 62d birthday of Founder and Owner G. A. Richards. WJR announced that the former 50 kw unit is being maintained as a supplementary or replacement unit to the new transmitter.

Mr. Richards, also owner of WGAR Cleveland and KMPC Los Angeles, dedicated the new unit to the preservation of American freedoms. Over 100 congratulatory wires and letters reportedly were received by Mr. Richards from Sen. Ferguson, Sen. Nixon, J. Edgar Hoover, C. E. Wilson, Harold Lloyd and others.

In his wire to Mr. Richards, Sen. Ferguson (R-Mich.) said, "The new facility is another example of the progressivism which has made WJR and the Richards name a symbol of public service in radio and gives real meaning to your good will and free speech mike slogans. Your own anniversary is a milestone—the life of a man who is among the foremost as a hardhitting exponent of Americanism, who was fighting on the home front against Communism long before it was popular to be doing so."

PAGE 1 AWARD
WFDR Wins Special Laurel

ANNUAL "Page One" awards of the Newspaper Guild of New York will be presented April 13 to Tallulah Bankhead, Sid Caesar and Imogene Coca, and WFDR (FM) New York, at the Page One Ball, Astor Hotel, New York.

Miss Bankhead, NBC's *Big Show* mistress of ceremonies, was chosen by the newspapermen for "putting new life into radio in her sparkling performance on the *Big Show*," and Mr. Caesar and Miss Coca, stars of *Show of Shows*, NBC-TV, for their TV comedy.

Selection of WFDR for a special citation was based on its "consistent position championing liberalism and labor's rights, for its adult liberal approach to the field of radio, and for its responsibility to the public." Station is the outlet for the International Ladies Garment Workers Union.

AD BUDGET
Canada Ups Expenditures

CANADIAN GOVERNMENT is doubling its expenditures on advertising recruiting drives for the armed forces. The estimates for the fiscal year starting April 1 amount to $3,836,000 as compared to $1,995,000 in 1950-51 fiscal year. No breakdown was given in the estimates tabled at Ottawa last week by the Dept. of National Defense as to how much of this amount will be spent on radio advertising, but recruiting drives on radio are to be intensified.

The Canadian Army will spend in the coming fiscal year $1,181,000 as against $1,100,000; the Royal Canadian Navy will spend $500,000 as against $180,000; the Royal Canadian Air Force $1,480,000 as against $710,000; and the Defense Research Dept. $15,000 as compared to $5,000.

CKOM are call letters of a new 250-w station on 1340 kc recently authorized for Saskatoon, Sask.

Southwest Independent
$50,000.00

Only station for TWO very attractive and growing southwest markets. This facility has been on the air several years and the installation is above average for a local station. It has operated profitably but never with the benefit of a capable owner-manager devoting fulltime. An excellent opportunity for two working partners who know radio.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS

Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer - Operator. Includes announcing, writing, selling, drama, news editing, production, programming, disc jockey.

100% placement of Combination men. Veteran Approved; Housing Arranged. Write for free catalogue.

NORTHWEST BROADCASTING SCHOOL
531 S. W. 12th • PORTLAND, OREGON

Bradley, Coy to Speak

(Continued from page 23)

FCC's industrywide defense meeting scheduled today (Monday) in Washington, first such meeting in history. By convention time the plans for emergency operation are expected to be in final shape. Station operators will hear in detail just what is expected of them in case of imminent air attack. They will learn how to get ready for emergency and what to do in case warning is sounded.

No luncheon meeting is scheduled by the convention arrangers Monday noon, with the formal membership session starting at 2 p.m. Following this meeting a reception will be held in connection with the exposition.

Tuesday morning will mark opening of the engineering program and a management meeting devoted entirely to BAB.

While the BAB program is still in the tentative stage, it is known the agenda will be strictly on the workshop level. After two or three talks outlining the BAB operation the meeting will be thrown wide open for a practical discussion of radio's competitive position and what BAB is doing about it.

Kobak to Preside

Edgar Kobak, chairman of the BAB board, will preside at the meeting. Mr. Ryan will tell what BAB is doing, how it is doing it, and what's to be done in the future, analyzing radio from a sales promotion standpoint. Past radio advertising officials of NAB are slated to take part. A factual outline of radio's national position is planned, with a research specialist as speaker.

The morning is designed to be a complete broadcasters' meeting on radio advertising. Delegates will have a chance to say what they want from BAB in the way of sales aids, rate protection and competitive promotion. Attempt by the Assn. of National Advertisers to beat down radio rates because of TV's impact may get prominent attention.

After Gen. Bradley's luncheon address, the convention will split into two sections, a labor-management panel and a sports panel. Main topic in the sports section will be baseball broadcasting, with a review of NAB's participation in major and minor league promotion.

Taking part in the labor meeting will be Richard P. Doherty, director of the NAB Employe-Employer Relations Dept.; Lawson Wimberley, executive assistant to the international president, IBEW; A. Frank Reel, executive secretary, AFRA; Ernest de la Ossa, NBC director of personnel; Philip G. Lasky, KPIX (TV) San Francisco. Several board members will participate.

An FM meeting will feature the Wednesday morning convention agenda with Ben Strouse, WWDC-FM Washington, presiding as chairman of the FM Committee. Merrill Lindsay, WSOY Decatur, Ill., will head a panel on selling FM time. With him on the panel will be Raymond Green, WFLN (FM) Philadelphia, on value of research; Robert Dean, KOTA-FM Rapid City, S. D., on building and selling the FM audience; Josh Horne, WFMA (FM) Rocky Mount, N. C., on selling FM to networks; Michael R. Hanna, WHCU Ithaca, N. Y., and Rural Radio Network, on FM networking.

A panel on specialized services will be headed by Frank E. Pellegrin, of H-R Representatives Inc. With him will be Stanley Joseloff, Storecast Corp. of America; Howard Lane, Field Enterprises, functional music; Hulbert Taft Jr., WKRC-FM Cincinnati, transit radio.

FM Discussions

A discussion on progress of FM, and its future, will be directed by Everett L. Dillard, WASH (FM) Washington. With him will be Morris Novik, consultant; Leonard Marks, attorney, and one or two others. Ed Sellers, FM Dept. director of the association, will take part in the morning's meeting.

Following the Wednesday luncheon address by Chairman Coy the convention will split into research and legislative-legal panels.

Leading research figures will take part in the panel covering that subject. Included will be Kenneth H. Baker, director of the association's research department; Arthur C. Nielsen, of A. C. Nielsen Inc.; C. E. Hooper, of C. E. Hooper Inc.; Sydney J. Roslow, of The Pulse Inc.; James W. Seiler, of American Research Bureau.

Henry P. Johnston, WSGN Birmingham, will take part as chairman of the Broadcast Audience Measurement board. He will discuss the status of that organization, formed following dissolution of Broadcast Measurement Bureau to investigate and develop a plan for industrywide measurement.

Agenda for the legislative-legal discussion is still in the formative stage.

The annual banquet winds up the Wednesday program.

Thursday will be television day. As now planned there will be co-chairman for the proceedings—Harold Hough, WBAP-TV Fort Worth, who headed the Jan. 19 TV meeting at which video stations decided to organize under the NAB banner; and Robert D. Swezey, WDSU-TV New Orleans, chairman of the association's TV committee and an important figure in developing the video unit.

Interest in the TV program jumped last week as FCC came out with its proposed TV allocations in the VHF and UHF bands (story page 19). The day's program will include a sports panel, with leading sports figures taking part, and a panel on TV programming during morning hours. A feature of the day will be the contest on "Profitable Program Ideas for TV, 1951." Awards will be made to stations for best programs suitable for local telecasting. Advertising agencies can participate in the contest through local stations but the stations will get the awards.

A TV business session winds up the day's program and closes the convention. Mr. Thomas will preside as chairman of the TV board of directors.

WASHINGTON song contest was crowned March 19 when the District of Columbia Commissioners accepted the winning entry as the official song of Washington. The anthem, "Washington," was written by Jimmie Dodd, of Hollywood, who won out over 3,600 entries. Celebrating are (l to r) Henry J. Kaufman, Henry J. Kaufman & Assoc., agency which planned and placed all advertising in connection with the contest; Howard Mitchell, National Symphony Orchestra conductor and contest judge; Dr. Sigmund Spaeth, nationally known music authority and contest judge; William F. Sigmund, agency partner; Philip Graham, publisher, *The Washington Post*, principal owner of WTOP-AM-FM-TV Washington; Mr. Dodd, James H. Simon, Washington-Baltimore Motorola distributor who originated the song contest idea; Jeffrey A. Abel, agency partner, and Sam Jack Kaufman, leader of Loew's Capitol Theatre orchestra, which made the first recording of the song.

THE GREATEST IMPACT MEDIUM IN CINCINNATI

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

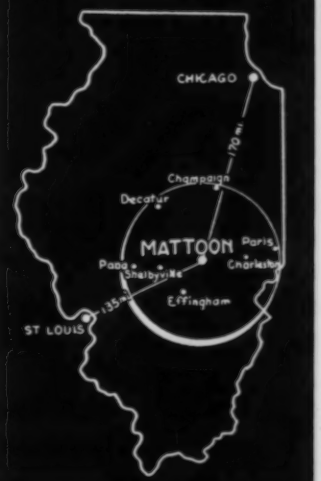
HOUSE for SALE

Douglas Manor Center hall, powder room, unusual living, dining room and kitchen. Four master bedrooms, two baths second, two rooms and bath third floor. Basement game room, built-in bar with refrigerator, lavatory, excellent hot water oil heating. 120 feet on Hollywood Avenue at Center Drive, block from club, one more to exclusive beach and dock with tender service. Construction—hollow tile with tile roof. 24 minutes to New York. Radio executive transferred out of town; will sacrifice $37,500. BA 9-0602.

WLBH

MATTOON (20,000 pop.) CHARLESTON (10,000 pop.)

500,000 POPULATION in ½ millivolt primary



WLBH FILLS THE GAP between your metropolitan station coverage

W L B H 1170 KC 250 W. WLBH-FM 96.9 mc 23,000 W.

J. R. Livesay, Pres. & Mgr.

HAL HOLMAN, Nat'l Rep.

FCC Actions

(Continued from page 79)

Decisions Cont.:

from 1230 kc 250 w unl. to 1 kw unl.; 960 kc install DA-N, and change trans. location, with application of WELS to change from 1010 kc 1 kw D to 960 kc 1 kw-N 5 kw-LS, install DA-N new trans.

Clarksville Bcstg. Co., Clarksville, Tex. and Texo Bcstg. Co., Clarksville, Tex.—Designated for consolidated hearing in Washington on May 24, re applications, both requesting new stations on 1350 kc 500 w D.

Request Denied

KTED Laguna Beach, Calif.—Denied request for reconsideration of FCC action of Feb. 21 which denied request for reconsideration of action taken Dec. 27, 1950, refusing further time for station KTED to remain silent.

Order Adopted

Radio Reading, Reading, Pa.—Adopted an order amending issues in order of Sept. 6, 1950, designating for hearing application to include following as issue 4 therein: "To determine whether the installation and operation of the proposed station would constitute a hazard to air navigation." (Applicant requests new station on 1510 kc 1 kw unl. DA.)

Designated for Hearing

Aurora Broadcasters, Inc., Ketchikan, Alaska—Designated for hearing in Washington on May 8, re application for new station on 580 kc 500 w-N 1 kw-D unl.

CP to Replace CP

WOAK(FM) Oak Park, Ill.—Granted CP to replace expired CP.

WEWO-FM Laurinburg, N. C.—Same.

BY THE COMMISSION

Action Set Aside

KRUN Ballinger, Tex.—Pursuant to Sec. 1.725(c) of rules, FCC set aside its action of Feb. 28, granting renewal of license of KRUN for regular period, and granted extension of license on a temporary basis to June 1.

Authority Granted

WINZ Hollywood, Fla.—Granted authority for 30 days from date to operate with 500 w-N 1 kw-D and temporary DA. Power to be determined by indirect method.

STAs Granted

Granted STAs to four FM stations—WOR-FM New York; WHVA Poughkeepsie, N. Y.; WQAN-FM Scranton, Pa.; WHCU-FM Ithaca, N. Y., to waive provisions of Sec. 3.266 of rules to permit multiplex facsimile transmissions for five hours daily, for period March 19 to 23. Action March 16.

ACTION ON MOTIONS

By Examiner H. B. Hutchison

Radio Pittston FM and Television Co., Pittston, Pa.—By memorandum opinion and order denied petition for leave to amend application to specify 1540 kc in lieu of 1450 kc.

By Examiner J. D. Cunningham

FCC General Counsel—Granted petition requesting that period for filing proposed findings in proceeding upon applications of KMPC Los Angeles, WJR Detroit and WGAR Cleveland for renewal of licenses, be extended from Mar. 21 to April 20.

March 21 Applications . . .

ACCEPTED FOR FILING

AM—1060 kc

KYA San Francisco—CP to change from 1260 kc 5 kw-D 1 kw-N to 1060 kc 50 kw unl., install new trans. and DA-DN etc. AMENDED to change type trans., trans. location and change DA systems.

AM—1080 kc

WIVX Jacksonville, Fla.—CP to change from 1050 kc 1 kw D to 1080 kc 1 kw-D 500 w-N DA-N AMENDED to decrease night power from 500 w to 250 w and change DA pattern.

AM—740 kc

WTAO Cambridge, Mass.—CP to increase power from 250 w to 1 kw and install new trans.

License for CP

WICH Norwich, Conn.—License for CP new vertical ant, and change trans. location.

WIAM Williamston, N. C. — License for CP new AM station, change studio location and change type trans.

WHO-FM Des Moines, Iowa—License for CP new FM station.

Modification of CP

KEPH Ephraim, Utah—Mod. CP new non-commercial FM station for extension of completion date.

License Renewal

Following stations request renewal of license: KNX Los Angeles; KXLA Pasadena, Calif.; KSMO San Mateo, Calif.; KWSO Wasco, Calif.; WTOP Washington; WBRD Ft. Lauderdale, Fla.; WSMI Litchfield, Ill.; WLBH Mattoon, Ill.; WMRP Flint, Mich.; WREX Duluth, Minn.; WELS Kinston, N. C.; WLIO E. Liverpool, Ohio; KVOO Tulsa, Okla.; WLOA Braddock, Pa.; KRLD Dallas, Tex.; KGBC Galveston, Tex.; KWED Sequin, Tex.; KSTV Stephenville, Tex.; KSL Salt Lake City.

APPLICATIONS RETURNED

David M. Segal, Kansas City, Mo.—RETURNED application for CP for new AM station on 1380 kc 1 kw D.

March 22 Applications . . .

ACCEPTED FOR FILING

AM—930 kc

WETO Gadsden, Ala.—CP to change from 1 kw D to 1 kw-D 100 w-N on 930 kc and change trans. equipment.

AM—1250 kc

Court House Bcstg. Co., Washington Court House, Ohio—CP new AM station on 1250 kc 250 w D AMENDED to change from 250 w to 500 w etc.

AM—980 kc

KDSJ Deadwood, S. D.—CP to change from 580 kc 250 w unl. to 1420 kc 1 kw-D 500 w-N AMENDED to change from 1420 kc to 980 kc 1 kw unl. DA-N.

License for CP

WTCN-FM Minneapolis, Minn.—License for CP new FM station.

KREL-FM Baytown, Tex.—Same.

KLAC-TV Los Angeles—License for CP new TV station and specify ERP 31.4 kw vis. 15.75 kw aur. in lieu of 28.1 kw vis. 14.8 kw aur. etc.

Modification of CP

WMIN-FM St. Paul, Minn.—Mod. CP new FM station for extension of completion date.

IF YOUR AM-FM-TV STATION, OR NEWSPAPER NEEDS

promotional ideas sold to produce cash revenue of from $200 to $500 per week,

Write, call, or wire

Edgar L. Bill —— Merle V. Watson

Julian Mantell, Sales Manager

National Features

Peoria, Illinois **Phone 6-4607**

★ We can produce more sales records and letters of recommendation that members of our Organization have received while working for over 300 AM, FM, & TV Stations and Newspapers from coast to coast, than any similar company.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MARCH 22

Summary of Authorizations, Stations On the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,238	2,232	134		266	128
FM Stations	663	515	165	*1	10	4
TV Stations	107	66	43		396	171

* On the air.

CALL ASSIGNMENTS: WDXE Lawrenceburg, Tenn. (Lawrenceburg Bcstg. Co., 1370 kc, 500 w, day); WERL East Rainelle, W. Va. (Greenbrier Bcstg. Co., 1450 kc, 250 w, unlimited); KOCP Walnut Ridge, Ark. (Southern Baptist College, 1320 kc, 1 kw, day); KDEF Albuquerque, N. M. (Frank Quinn, 1280 kc, 1 kw, day); KAPK Minden, La. (Parish Bcstg. Corp., 1240 kc, 100 w, unlimited); WJET Erie, Pa. (Myron Jones, 1570 kc, 250 w, day); WCHN Charlotte, N. C. (Surety Bcstg. Co., 930 kc, 5 kw-day, 1 kw-night, night directional); WPAC Patchogue, N. Y. (Patchogue Bcstg. Co., 1580 kc, 250 w, day); WHOM-FM New York changed from WALK (FM) (Atlantic Bcstg. Co. Inc., Ch. 222 (92.3 mc), 11 kw, antenna 631 ft.); WMIT (FM) Clingman's Peak (Yancy County), N. C. (Mount Mitchell Bcstrs. Inc., Ch. 295 (106.9 mc), 300 kw, antenna 3,076 ft.); KITE-FM San Antonio, Tex. (Charles W. Balthrope, Ch. 247 (97.3 mc), 9.225 kw, antenna 185.6 ft.).

* * *

Docket Actions . . .

OPINIONS AND ORDERS

KICK Springfield, Mo.—By Memorandum Opinion and Order reconsidered action of May 12, 1950 which designated for hearing application for renewal of licenses removed from hearing and granted renewal for regular period.

Non-Docket Actions . . .

AM GRANTS

Chattanooga, Tenn.—Lookout Bcstg. Co. Granted 1 kw, day, on 1260 kc. Estimated construction cost $20,901.65. Principals include William F. Stone, 25%, previously chief accountant WDXB Chattanooga; J. Leslie Dross, 25%, ½ owner Gary Finance Co.; John A. Thompson, 25%, ⅓ owner WEDR Birmingham, Ala.; J. E. Reynolds, 25%, ½ owner WEDR and manager of WJRD Tuscaloosa, Ala. Granted March 21.

Puyallup, Wash.—Clarence E. Wilson. Granted 100 w, unlimited, on 1450 kc. Estimated cost $15,025. Mr. Wilson is 50% owner and manager of KWCO Chickasha, Okla. Granted March 21.

Ava, Ill.—Ava Bcstg. Co. Granted 250 w, day, on 1580 kc. Estimated cost $10,200. Partnership consists of father and son, Leonard M. and Leonard F. Johnson. Former is owner of The Ava Citizen, newspaper, and latter is journeyman carpenter. Granted March 21.

Monroe, Wis.—Green County Bcstg. Co. Granted 500 w, day, on 1260 kc. Estimated cost $15,900. Principals, each owning 25%, are Kenneth W. Stuart, Willard R. Schuetze, Edwin W. Schuetze and Doran Zwygart, all local businessmen. Granted March 21.

KALE Richland, Wash.—Granted switch in facilities from 900 kc, 1 kw, day to 960 kc, 1 kw, unlimited, night directional; engineering conditions. Granted March 21.

WTJH East Point, Ga.—Granted switch in facilities from 1 kw to 5 kw on 1260 kc. Granted March 21.

KTLN Denver, Col.—Granted switch in facilities from 990 kc to 1150 kc, 1 kw, day. Granted March 21.

FM GRANTS

Charleston, Mo.—South Missouri Bcstg. Co. Granted Ch. 269 (101.7 mc), 290 w, antenna 90 ft.; with condition. Granted March 21.

Columbia, S. C.—Radio Columbia Inc. Granted Ch. 250 (97.9 mc), 1.5 kw, antenna 260 ft.; engineering condition. Estimated cost $12,000. Grantee is licensee WCOS Columbia. Granted March 21.

WBGU Bowling Green, Ohio—Bowling Green State University granted new non-commercial educational FM station on Ch. 201 (88.1 mc), 10 w. Granted March 16.

KRCC Colorado Springs, Col.—Colorado College granted new non-commercial educational FM station on Ch. 217 (91.3 mc), 10 w. Granted March 13.

Oklahoma City, Okla.—Board of Education, Oklahoma City, granted new non-commercial educational FM station on Ch. 205 (88.9 mc), 3 kw, antenna 65 ft. Granted March 13.

TRANSFER GRANTS

WNLK Norwalk, Conn.—Granted transfer of control Norwalk Bcstg. Co. Inc., licensee, from Benjamin Ginzburg et al. to David W. Jefferies, Michael J. Cuneen Jr. and Joseph V. Lentini through purchase of 450 shares for $20,000. Granted March 21.

WTBO-AM-FM Cumberland, Md.—Granted voluntary assignment of licenses from Cumberland Bcstg. Co. to Maryland Radio Co. through purchase of all stock for $115,000. Granted March 21.

KOAM Pittsburg, Kan. — Granted voluntary relinquishment of control Pittsburg Bcstg. Co. Inc. by E. V. Baxter and Mrs. E. V. Baxter through sale by Mrs. Baxter, of 5 shares to Lester Lee Cox. Granted March 13.

KSPA Santa Paula, Calif.—Granted voluntary acquisition of control Santa Paula Bcstrs. Inc., licensee, by Donald W. Kemp and James C. Kemp through purchase of 700 shares from Benjamin C. Brown. Granted March 12.

WCEC-WFMA (FM) Rocky Mount, N. C.—Granted assignment of license from Josh L. Horne to Eastern Carolina Electronics Inc. Granted March 9.

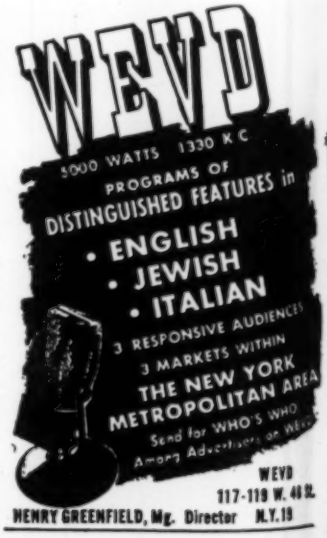
WBAY Green Bay, Wis.—Granted assignment of license from WHBY Inc. to Norbetine Fathers. Granted March 16.

New Applications . . .

AM APPLICATIONS

Waco, Tex.—L. E. Richards d/b as McLennan Bcstg. Co., 920 kc, 1 kw, day; estimated construction cost $24,915. Mr. Richards is secretary-treasurer and 20% owner Good Neighbor Bcstg. Co. (KIWW), San Antonio, Tex. Filed March 16.

LaFollette, Tenn.—LaFollette Bcstg. Co. Inc., 1450 kc, 250 w, unlimited; esti-



ated construction cost $10,873.81. Principals include President and 4.3% Owner William L. Sharp Jr., President and ⅔ owner Sharp Distributing Co. (Gulf Oil Products), LaFollette; Vice President and 8.7% Owner William Hatfield, President and 47% owner Oak Ridge Drive-In Theatre, Oak Ridge, Tenn.; Secretary-Treasurer and 6.5% Owner Edward F. Wheeler, ⅓ owner Tri County Motor Co., LaFollette; Carlin V. French, 8.7%, ⅓ owner WATO Oak Ridge, Tenn. and 23% owner H-R Representatives Inc., Chicago; Frank E. Pellegrin, 13%, ⅓ owner WATO, and 5% owner H-R Representatives Inc., Vice president of Transit Radio, Chicago and New York, and 35% owner KSTL St. Louis; Marvin Paul, 8.7%, chief engineer for WATO; and twelve others. Filed Mar. 20.

Kosciusko, Miss.—(RESUBMITTED) Carney Imes Jr., 860 kc, 1 kw, day; estimated cost $22,550. Mr. Imes is owner of WROX Clarksdale, Miss.; WCBI Columbus, Miss.; WELO Tupelo, Miss.; WMOX AM-FM Meridian, Miss.; WNAG Grenada, Miss. Filed March 21.

FM APPLICATIONS

Logan, W. Va.—Logan Bcstg. Corp., Ch. 225 (92.9 mc), 20.2 kw, antenna 225 ft.; estimated construction cost $11,500. Applicant is also licensee of WVOW Logan. Filed March 13.

TV APPLICATIONS

Peoria, Ill.—West Central Bcstg. Co., Ch. 12 (204-210 mc), 40 kw vis., 20 kw aur., antenna 556 ft.; estimated construction cost $497,241, estimated operating cost first year $240,000, revenue first year $200,000. Applicant is also licensee WEEK Peoria. Filed March 20.

Peoria, Ill.—Illinois Valley Bcstg. Co., Ch. 12 (204-210 mc), 23.45 vis., 11.7 aur., antenna, 356 ft.; estimated construction cost $192,000, operating cost $175,000, revenue $150,000. Applicant is licensee WIRL Peoria. Filed March 20.

Savannah, Ga.—WSAV Inc., Ch. 3 (60-66 mc), ERP 18.2 kw vis., 9.12 kw aur., antenna 369 ft.; estimated construction cost $167,000, operating cost $96,000, revenue $96,000. Applicant is also licensee WSAV-AM-FM Savannah. Filed March 21.

Mobile, Ala.—Pape Bcstg. Co., Ch. 3 (60-66 mc), ERP 17.4 kw vis., 8.7 kw aur., antenna, 328 ft.; estimated construction cost $214,750, operating cost $200,000, revenue $250,000. Applicant is also licensee WALA Mobile. Filed March 22.

Waterloo, Iowa—Josh Higgins Bcstg. Co., Ch. 3 (60-66 mc), ERP 43.5 kw vis., 21.7 kw aur., antenna 400.7 ft.; estimated construction cost $125,769, operating cost $120,000, revenue $125,000. Applicant is also licensee KXEL-AM-FM Waterloo. Filed March 22.

TRANSFER REQUESTS

KOLS Pryor, Okla.—Assignment of license from L. L. Gaffaney and J. B. Smith, a partnership d/b as Lakes Area Bcstg. Co. to L. I. Gaffaney tr/as Lakes Area Bcstg. Co. through purchase of Mr. Smith's ½ interest by Mr. Gaffaney for $6,500. Mr. Gaffaney is general manager of KOLS. Filed March 20.

KSNY Snyder, Tex.—Involuntary assignment of license from John Blake to John Blake, Individual, and John Blake, Administrator of Estate of Pauline Blake, deceased. Action is routine compliance with Texas community property laws. No money involved. Filed March 20.

WIBV Belleville, Ill.—Assignment of license from John H. Schultz, Marshall True, Paul A. Wnorowski, Marvin V. Mollring, John W. Lewis Jr., and Joseph H. Yaegel d/b as Belleville Bcstg. Co. to Belleville Bcstg. Co. Inc., new corporation owned by four former partners: Mr. Wnorowski, 40%; Mr. Lewis, 20%; Mr. Mollring, 20%; Mr. True, 20%. Two retiring partners are paid $2500 for their ⅓ interest. Filed March 20.

WMTE Manistee, Mich.—Acquisition of control Manistee Radio Corp., permittee corporation, by Dr. Thomas A. Manwell through purchase of interest of Darwin S. Evens, Mrs. Wealthy I. Evens and Lloyd M. Evens for $5,000. Mr. Manwell is a physician in Manistee. Filed March 21.

WLAU Laurel, Miss.—Transfer of control Southland Bcstg. Co., licensee corporation, from C. H. Leggett and James V. Willson to Norma H. Leggett and C. T. McCallum through purchase of Mr. Willson's ½ interest by Mr. McCallum for $32,500 and transfer of Mr. Leggett's ½ interest to his wife as a gift. Filed March 21.

WIST Charlotte, N. C.—Assignment of construction permit from Surety Bcstg. Co. to Bcstg. Co. of the South, a legal formality in the transfer of the radio interests of Surety Bcstg. Co., which also included WSPA-AM-FM Spartanburg, S. C., and WIST (FM) Charlotte, previously approved by FCC. No money involved. Filed March 21.

WJEJ-AM-FM Hagerstown, Md.—Acquisition of control Hagerstown Bcstg. Co., licensee, through purchase of 268 shares from Bertha M. Blessing by Grover C. Crilley for $6,700. Mr. Crilley is president and general manager and with his daughter, Bernice Crilley Paulsgrove, will now control 68.85%. Filed March 21.

WVMC Mt. Carmel, Ill.—Assignment of license from Mt. Carmel Bcstg. Co. to James Roland Brewer and Stephen Porter Bellinger for $25,000. President and 75% partner is Mr. Brewer, also licensee WTCJ Tell City, Ind. Manager and 25% partner is Mr. Bellinger, staff employe of WTCJ. Filed March 22.

Deletions . . .

TOTAL withdrawals to date since Jan. 1: AM 8, FM 27, TV 0. New deletions, effective dates and reasons follow:

KSNI (FM) Salinas, Calif.—Salinas Newspapers Inc., license, March 13. Lack of public interest and financial burden.

KEFM (FM) Inglewood, Calif.—Centinela Valley Bcstg. Co., construction permit, March 13. No reason given.

WWLH (FM) New Orleans, La.—Loyola U., construction permit, March 13. Insufficient audience.

WINR-FM Binghamton, N. Y.—Southern Tier Radio Service Inc., construction permit, March 13. Economic.

WVUN (FM) Chattanooga, Tenn.—Unity Bcstg. Corp. of Tenn., license, March 8. No reason given.

WPAT-FM Paterson, N. J.—North Jersey Bcstg. Co., license, March 8. Tower destroyed by storm; too expensive to replace.

CBS Gross Billings

(Continued from page 26)

ing audience is of vital importance. This is the great tuned-in part of our population that can respond to any instant emergency. This is also the audience that is constantly available to hear and heed messages of public import . . .

"In peace or war, or in between, all types of programs have their special virtues and their special audiences. But so long as radio and television are *mass* media, and so long as most of the people most of the time want to be entertained, programs that command the biggest audiences will continue to assume the greatest importance in broadcasting. And they will continue to be available as primary carriers of urgent public information."

CBS programs in 1950, the report continued, "climbed to a new height of public and sponsor acceptance," with an average of 14 radio programs in the "top 20" reported by the Nielson Radio Index. "And even disregarding the 'top 20' programs completely, the average CBS program audience in late 1950 was still 13% larger than on any other network," the report added.

CBS-TV shows, the report said, "attracted so many new advertisers to the nighttime schedule that all seven nights are now virtually filled with sponsored programs." In the 12 city Multi-Market Telepulse reports, "CBS had more programs in the 'top 10' more times than any other network," it was reported.

Network Owned Show

Reviewing its "long-range plan of talent and program development," the network pointed out that "programs that have been developed by CBS are owned by CBS; they can be scheduled at times that are best for their own maximum growth, and, once established, they can be held at strategic points throughout the week's schedule. . . ."

As a result of these plans, CBS said that during 1950, "CBS-built radio programs accounted for approximately one-third of the week's commercial time," and, in TV, "the major part of our nighttime commercial schedule."

Exclusive talent contracts signed during the year included those with Arthur Godfrey, Sam Levenson, Garry Moore, Harold Peary, Frank Sinatra, Ed Sullivan and Alan Young.

Public affairs programs included, among others, 110 hours of telecasts and numerous radio programs from the United Nations.

Educational Channels

MID-CENTURY White House Conference on Children & Youth in a report last fortnight urged FCC to reserve channels for non-commercial TV stations. Also advocated was wide use of television by educational, health and social agencies in carrying out their mass educational aims.

ORAL ARGUMENT

Asked on Proposed Denials

ASKING reversal of FCC's proposed denial, Kansas City Broadcasting Co., seeking a new station in Kansas City, and the Reorganized Church of Jesus Christ of Latter Day Saints, applicant for Independence, Mo., requested oral argument before the FCC. Both seek 5 kw daytime on 1380 kc.

Commission issued its original decision in July of 1950, and in a revised proposal last Dec. 29 [BROADCASTING • TELECASTING, Jan. 1], held among other things, that granting the Mormon's Independence application would be a violation of the First Amendment in that church bodies may not be licensed for stations if their radio purposes includes furthering their religious interests.

In its brief last week, the applicant contended the Constitution has no such interpretation and that they had planned diversified program service with time for other religion.

The Kansas City brief last week took issue with FCC Examiner J. D. Bond's views on the qualifications of a stockholder.

Congressional Immunity

CITING rapid news dissemination which can publicly defame an individual even before he has an opportunity to deny the allegation, Rep. Emanuel Celler (D-N.Y.) asked Congress last week to restrict a Congressman's right to insert libel-immune statements in the *Congressional Record*. Chairman Celler's House Judiciary Committee already has before it a bill by Rep. Winfield K. Denton (D-Ill.) to allow persons libeled in Congressional debate to sue the government.

AMERICAN Medical Assn. releasing, through its state and local medical societies, experimental series of 12 TV scripts on various medical topics, for use by local stations without charge.

CHNS

HALIFAX NOVA SCOTIA

Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!

THEY want the BEST!

Ask

JOS. WEED & CO.,

350 Madison Ave., New York

About the

Maritimes Busiest Station

5000 WATTS — NOW!

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Acuff-Rose

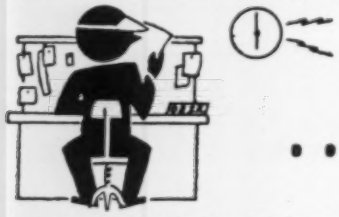
SHENANDOAH WALTZ

On Records: **Tommy Tucker—MGM 10897; Richard Hayes—Mer. 5599; Jack Pleis-Allen Sisters—Lon. 985; Lulu Belle & Scotty—Mer. 6304; Lawrence Welk—Coral 60405; Dinning Sisters—Cap. 1429; Charlie Monroe—Vic. 20-2657; Clyde Moody—King 619; Bucky Tibbs-Jimmie Dale—Cap. 1425; Baron Elliot—Dec. 27488.**

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE

NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.



...at deadline

NARTB PRESIDENCY GROUP MEETS IN WASHINGTON

SEVEN of eight members of NARTB (NAB) special committee authorized to select and sign contract for association presidency to meet this afternoon (Monday) in Washington. Doubt expressed James D. Shouse, WLW Cincinnati, would be back from Latin American inspection trip for State Dept.

At least half-dozen names of candidates to be considered at meeting, which will be held at secret site. Committee may designate one member or subcommittee to handle actual negotiating, if agreement is reached on one name.

Known to be receiving serious attention is Byron Price, assistant secretary general, United Nations, and wartime Director of Censorship [BROADCASTING • TELECASTING, March 12]. Though William B. Ryan, president of Broadcast Advertising Bureau, has been considered, it's known he prefers to remain at BAB. Selection of Mr. Ryan would have left vacancy at BAB. Maurice B. Mitchell, vice president of Associated Music Publishers and former BAB director, said to have indicated he would not be available for BAB presidency.

Eugene S. Thomas, WOR New York, actively mentioned for NARTB presidency as well as head of NARTB's autonomous TV section. He has been mentioned for BAB's presidency should Mr. Ryan be drafted for NAB post.

Selection committee has been doing informal screening job by telephone on long list of presidential names. Three FCC members have been discussed—Chairman Wayne Coy and Commissioners Rosel Hyde and Robert F. Jones. Most attention has been directed outside NAB headquarters but name of Robert K. Richards, public affairs director, has received serious attention. In government field, committee has considered Lewis Allen Weiss, director of Office of Civilian Requirements. Mr. Weiss is former MBS and Don Lee board chairman. Frank White, MBS president, another candidate seriously discussed.

Selection committee includes Ben Strouse, WWDC Washington, secretary; Allen W. Woodall, WDAK Columbus, Ga.; William B. Quarton, WMT Cedar Rapids, Iowa; Robert D. Swezey, WDSU New Orleans; William A. Fay, WHAM Rochester; Patt McDonald, WHHM Memphis; Harry R. Spence, KXRO Aberdeen, Wash., and Mr. Shouse.

DUMONT TAKES STEPS TO MOVE TV STOCKS

INTENSIFIED advertising and merchandising programs to move merchandise from dealers' floors, including new half-hour television program, planned at Allen B. DuMont Labs. Quarterly regional sales managers meeting in East Paterson, N. J., Walter L. Stickel, national sales manager, announced Friday.

Details of new TV program were not announced, but it will be used to back up dealer efforts. For first time in DuMont history, dealers were authorized to make trade-in offers for old television sets, to be tied in with DuMont's 20th anniversary.

AGGRESSIVE SELLING URGED TO MOVE TV RECEIVERS

DECLINE in TV set sales is seasonal, follows established pattern, and can be met by "aggressive, competitive" selling and sales promotion, according to H. G. Baker, vice president and general manager, RCA Victor Home Instrument Dept. He said TV industry "must face the fact that we cannot expect forever that the customer will beat a path to the television dealer's door."

If that time has come, he added, industry can go far to offset sales decline "by employing its established talent for sales promotion, . . . without falling back on pricing measures." He cited RCA Victor's current set advertising campaign as "a major reason" why RCA's current TV sales are higher than in same period last year.

SEN. JOHNSON TO OPPOSE NEW FCC LEGISLATION

SEN. EDWIN C. JOHNSON (D-Col.), opponent of the Hoover Commission's recommendation to reorganize FCC vesting additional powers in chairman — measure rejected by Senate in 81st Congress—last Friday told BROADCASTING • TELECASTING he will oppose new legislation introduced last week (see story, page 24). New bill apparently would effect even greater concentration with chairman.

Sen. Johnson declared if hearings are called by Senate Expenditures Committee and if he is called to testify, he will strongly state opposition. If bill goes to Senate floor without hearing, Senator said he most likely would enter debate and exert whatever argument he could to defeat measure.

CONVENTION INTEREST HIGH

ADVANCE registration for NARTB (NAB) convention meetings April 15-19 in Chicago increased last week, with 332 registered for management sessions, 71 for engineering and 122 for TV. Addition made to engineering agenda Friday (early story, page 23). Mal P. Mobley, KMPC Los Angeles, will read paper on "Recording Co-Channel Skywave Interference."

MAYOR LAUDS HENNOCK

PITTSBURGH Mayor David L. Lawrence, president of U. S. Conference of Mayors, Friday wired congratulations to FCC Comr. Frieda B. Hennock on reservation of TV channels for non-commercial educational use, as reflected in Thursday proposed plan. Declaring he would seek to have all universities and schools in Pittsburgh area make application for city's one educational allocation [channel 13] on cooperative basis, Mayor Lawrence added, "Moreover . . . I shall urge all mayors to back a movement to secure non-commercial educational TV stations in every city possible."

FCC DENIES APPLICATIONS

NEW STATION bids of Lemoyne College, Memphis, and Aaron B. Robinson tr/as Ripley Broadcasting Co., Ripley, Tenn., each seeking 250 w fulltime on 1400 kc, denied by FCC Friday in final decision. Denials based on engineering grounds, FCC said.

Closed Circuit

(Continued from page 4)

even, with polls closing end of week.

NBC is understood to be reviewing its summer hiatus structure with one possibility being elimination of usual hiatus penalty.

THOSE disposed to look askance upon UHF as necessarily secondary in TV to VHF may have surprise coming. Technical view at FCC is that UHF will provide finer quality because there's no tropospheric interference, no F-2 layer and no serious sporadic E, which, with anticipated refinements, should provide better pictures even if station coverage ranges will be more restricted.

WHITHER Phonevision now that FCC does not propose additional commercial VHF allocations for Chicago? One answer is that Zenith's McDonald sees Phonevision on established stations for specified hours—not full-time pay-as-you-use TV stations.

BIOW CO., New York, has taken an option on half-hour dramatic show *Congressional Investigator* owned by Rockhill Radio, for presentation in both radio and television to one of its clients.

JACKSONVILLE may get its second VHF TV hands-down as by-product of FCC's proposed TV allocations. Station was denied Channel 2 after CP had been issued, on grounds of undue delays, but city-owned WJAX contended it had to await approval of funds by city government. FCC Chairman Coy's comments on educational allocations underscore necessity of awaiting budget authorizations from state legislatures, which meet intermittently.

WILLIAM H. WEINTRAUB Co., New York, preparing $250,000 campaign to promote *Amos 'n' Andy* show on CBS-TV, sponsored by Blatz beer, starting June 28.

BYMART INC. (Tintair) to take over sponsorship of Sam Levenson show, Saturday, 7-7:30 p.m. on CBS-TV, when Oldsmobile drops program April 21. Cecil & Presbrey, New York, is agency.

WHILE MEMBERS OF FCC were non-committal after viewing Skiatron's "subscriber-vision," there did not appear to be great enthusiasm evinced by either its technical or lay members. It's presumed that Skiatron's quest for authority to enter subscription TV field may be considered by FCC along with Zenith's Phonevision, now undergoing practical test in Chicago.

ABC NET INCOME $84,605

ABC and subsidiaries in calendar 1950 had net income of $84,605 after Federal income taxes, company reported Friday. Income figure compares with 1949's $519,085 net loss after reduction of $327,000 for recovery of Federal income taxes under Internal Revenue Code's carry-back provisions. Estimated useful life of certain TV equipment was lengthened, based on engineering study, with result that provision for depreciation was reduced by $300,000 to $1,190,000 for 1950, ABC said.

ARKANSAS OUTLET FAVORED

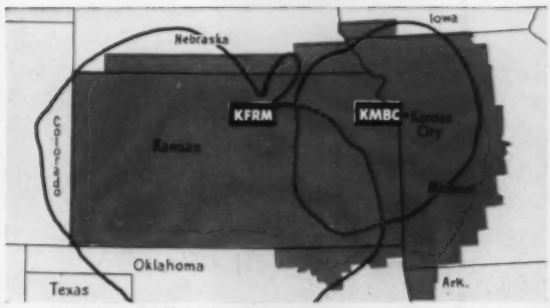
NEW AM STATION on 790 kc with 1 kw day, 500 w night directional at Texarkana, Ark., would be granted to Gateway Broadcasting Co. in initial decision reported by FCC Friday.

THE KANSAS CITY MARKET

Does Not Run in Circles!

It's a Rectangle...

and Only The KMBC-KFRM Team Covers It Effectively and Economically!

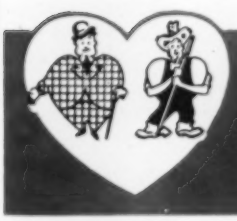


Daytime half-millivolt contours shown in black.

During the past year The KMBC-KFRM Team has substantially increased an already comfortable lead audience-wise in the great rectangular Kansas City Primary Trade area. Proof lies in the result of a late 1950 survey made at the Kansas and Missouri State Fairs and at the American Royal.

The KMBC-KFRM Team has built effective and economical coverage of the territory without waste circulation but more important, *the building continues!*

Contact KMBC-KFRM, or any Free & Peters "Colonel" for full details on why The KMBC-KFRM Team is your *best buy* in the Heart of America.



The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC

WJR

scores again!

. . . according to Mr. Hooper's scoreboard . . .

WJR leads in 29 out of 40 daytime periods

*(¼ hour periods—Monday thru Friday 8 A.M. to 6 P.M.—Hooperatings December, 1950—February, 1951)**

And after 6:00 P.M. **WJR** leads in 38 out of 63 evening periods

*(½ hour periods—Sunday thru Saturday —6 P.M. to 10:30 P.M.—Hooperatings October thru December, 1950)**

FREE SPEECH MIKE

* *Detroit Radio Hooperatings only—Detroit has 525,000 of the 3,263,000 radio homes within the WJR ½ MV/M primary area.*

score with **WJR** in leadership and listenership

CBS 50,000 Watts

WJR The Goodwill Station
Fisher Bldg., Detroit 2, Mich.
Represented by Petry